The Ultimate Facebook Page Guide

Do I Need a Facebook Page?

- Facebook Pages are for businesses, brands and organizations to share their stories and connect with people.
- Your Facebook Page gives your business a voice on Facebook. Having a Page helps you build your reputation, reach new customers and stay connected. You can INSTANTLY get feedback from your customers!
- Customize Pages by posting stories, hosting events, adding apps, polling your following and more!
- People who like your Page (and friends of people who like your Page) can get your page updates in their News Feed.

Facebook Profile vs Facebook Page?

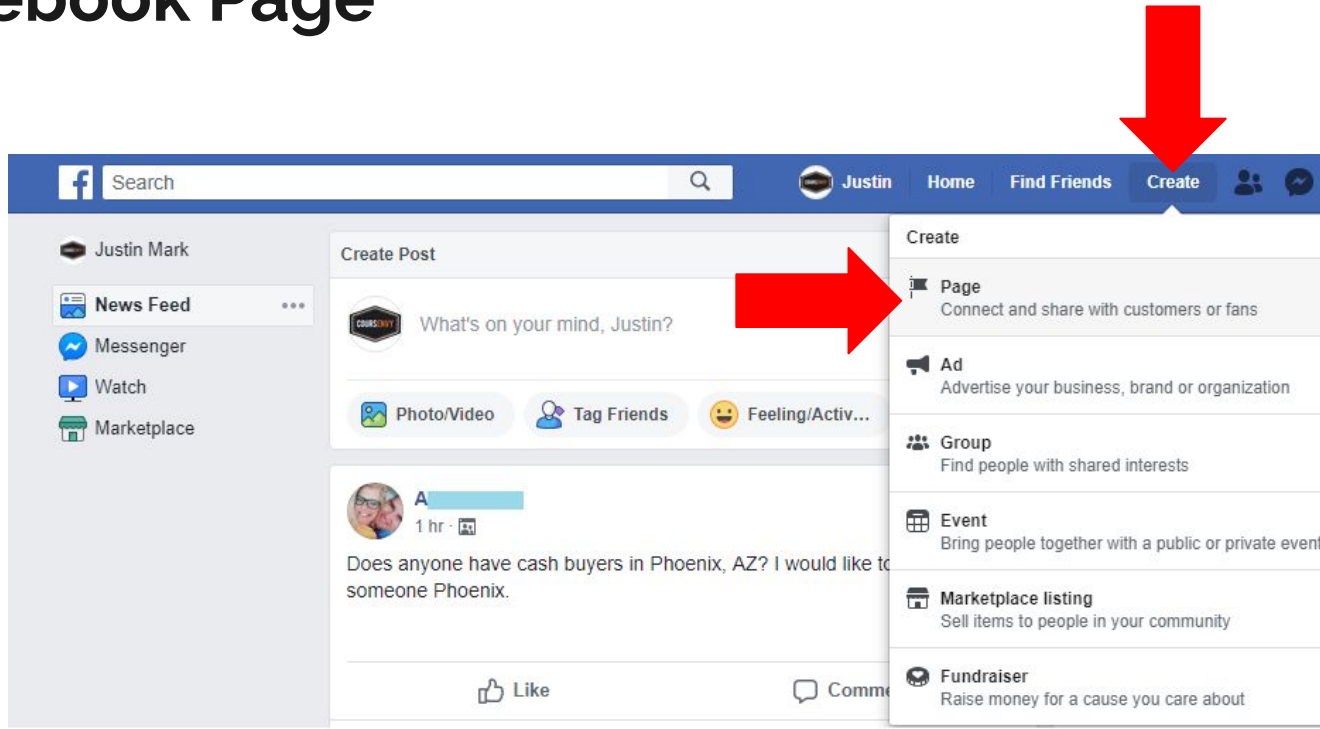
What is the difference between a Facebook Profile and a Facebook Page?

- Your Facebook Profile is your PERSONAL Facebook profile at Facebook.com. This is for sharing content with your friends and family. You NEED a personal Facebook Profile account in order to CREATE a Facebook Page.

- Your Facebook Page is a specific web page within Facebook for you to build a fan following (LIKES) and share relevant content on for your BUSINESS. You NEED a Facebook Page in order to create Facebook Ads. Unless you invite your friends to like/follow your Facebook Page, they will not know you created the Facebook Page (i.e. it is not publically linked, therefore you can keep you personal profile and business separate).

Create a Facebook Page

- Login to your personal Facebook account
- Click the **Create** option in the top navbar
- In the dropdown menu, select **Page**
- Or navigate directly to



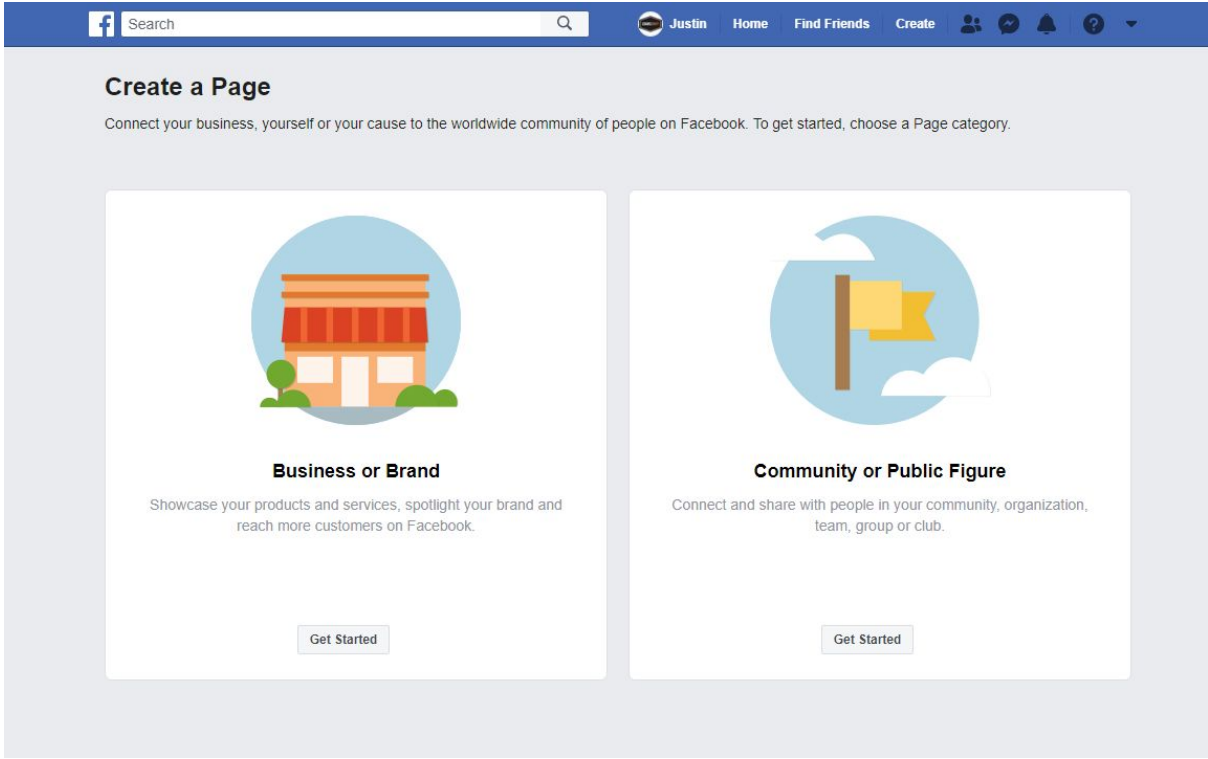
https://www.facebook.com/pages/creation

Create a Facebook Page

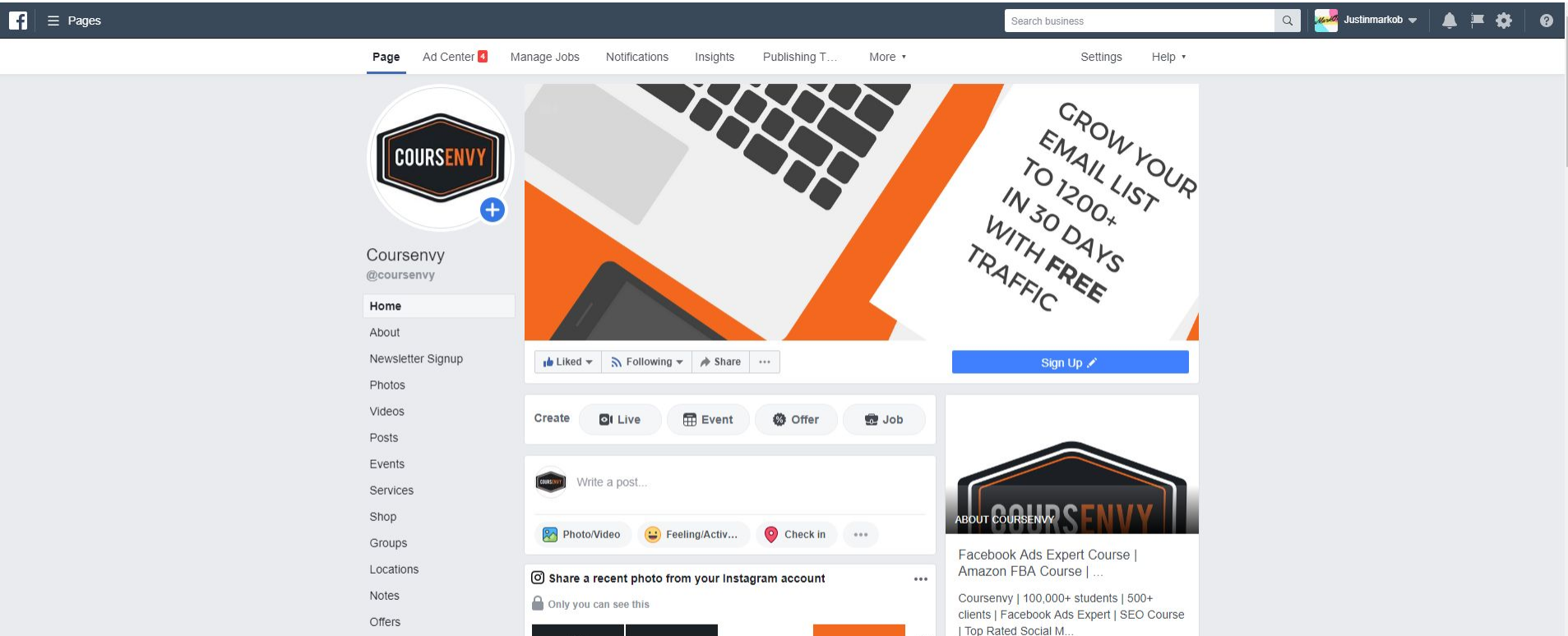
Now on this page you'll be able to pick what specific type of Facebook Page you want to create. Are you a BRAND or ORGANIZATION?

EXAMPLE:

- If you sell a product or service, select the **Business or Brand** option.
- If you are a celebrity, select the **Community or Public Figure** option.

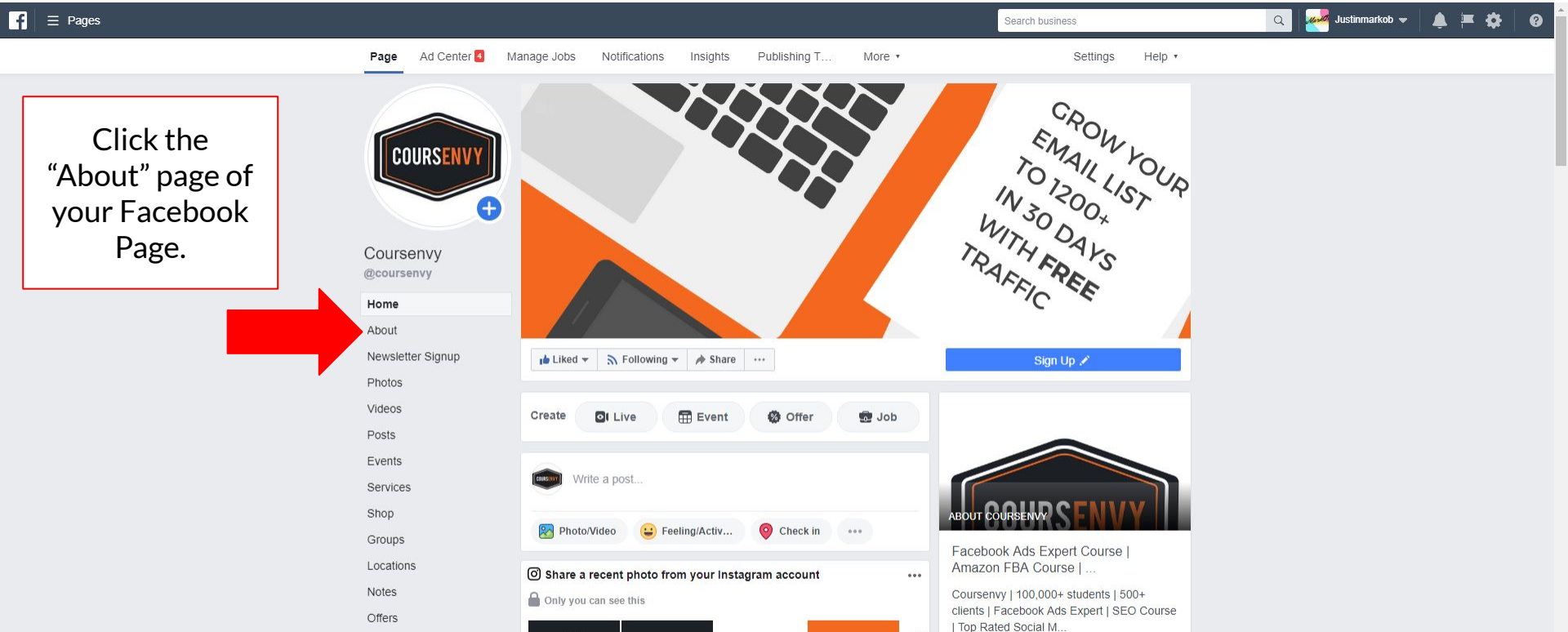

Search
Justin
Home
Find Friends
Create
Create a Page
Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.
Business or Brand
Showcase your products and services, spotlight your brand and reach more customers on Facebook.
Get Started
Community or Public Figure
Connect and share with people in your community, organization, team, group or club.
Get Started

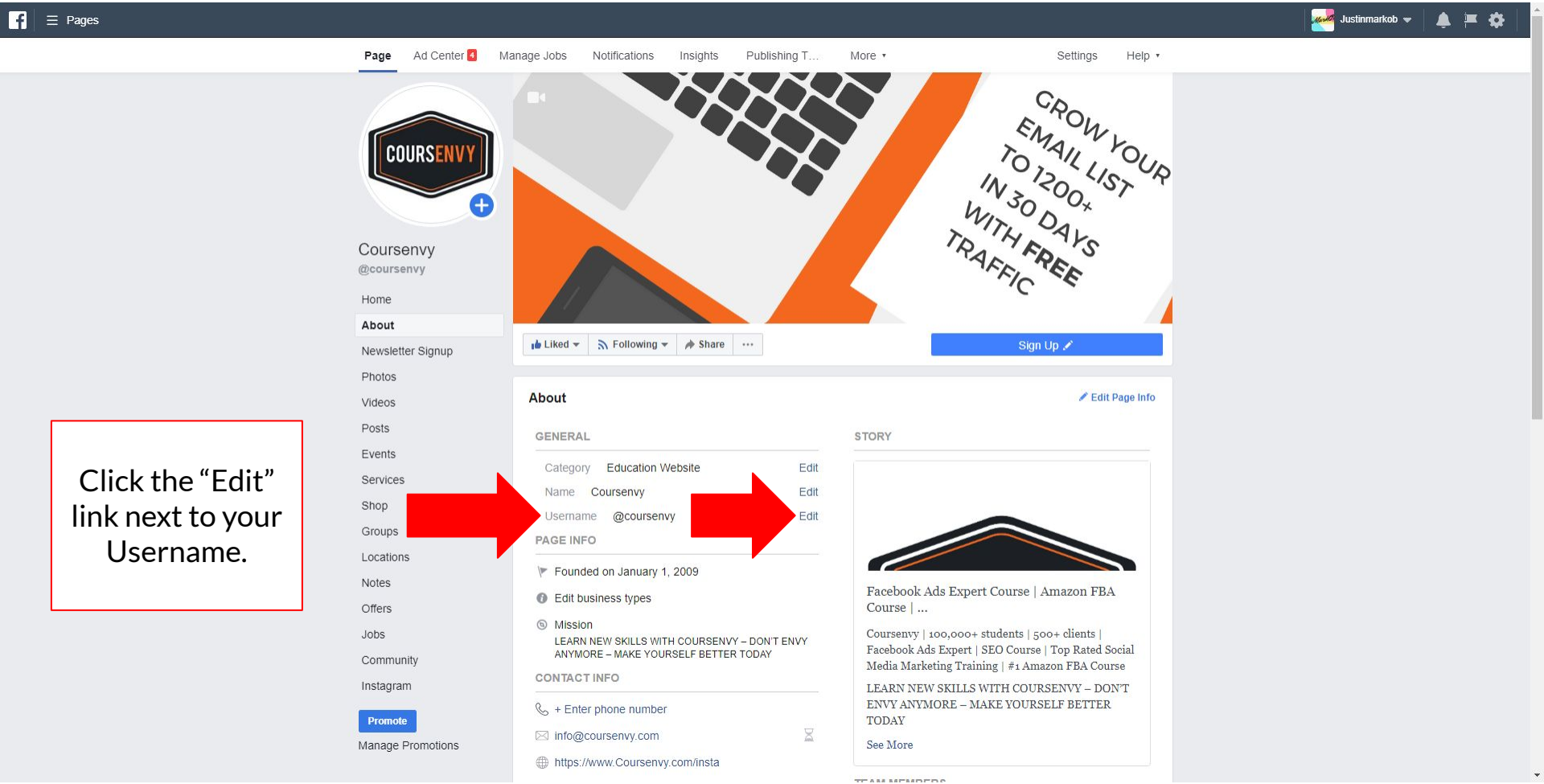
Optimize Your Facebook Page



Customize Your Facebook Page Username

Click the “About” page of your Facebook Page.





Click the "Edit" link next to your Username.

Customize Your Facebook Page Username

Your Facebook Page Username is important as this is what appears as your custom Facebook your URL or “vanity name”. **EX:** https://www.facebook.com/coursenvy

PRO TIP: Have username continuity with your brand name!

- I want my username the same on every social media site/platform/service and so on!
  EXAMPLE: @coursenvy

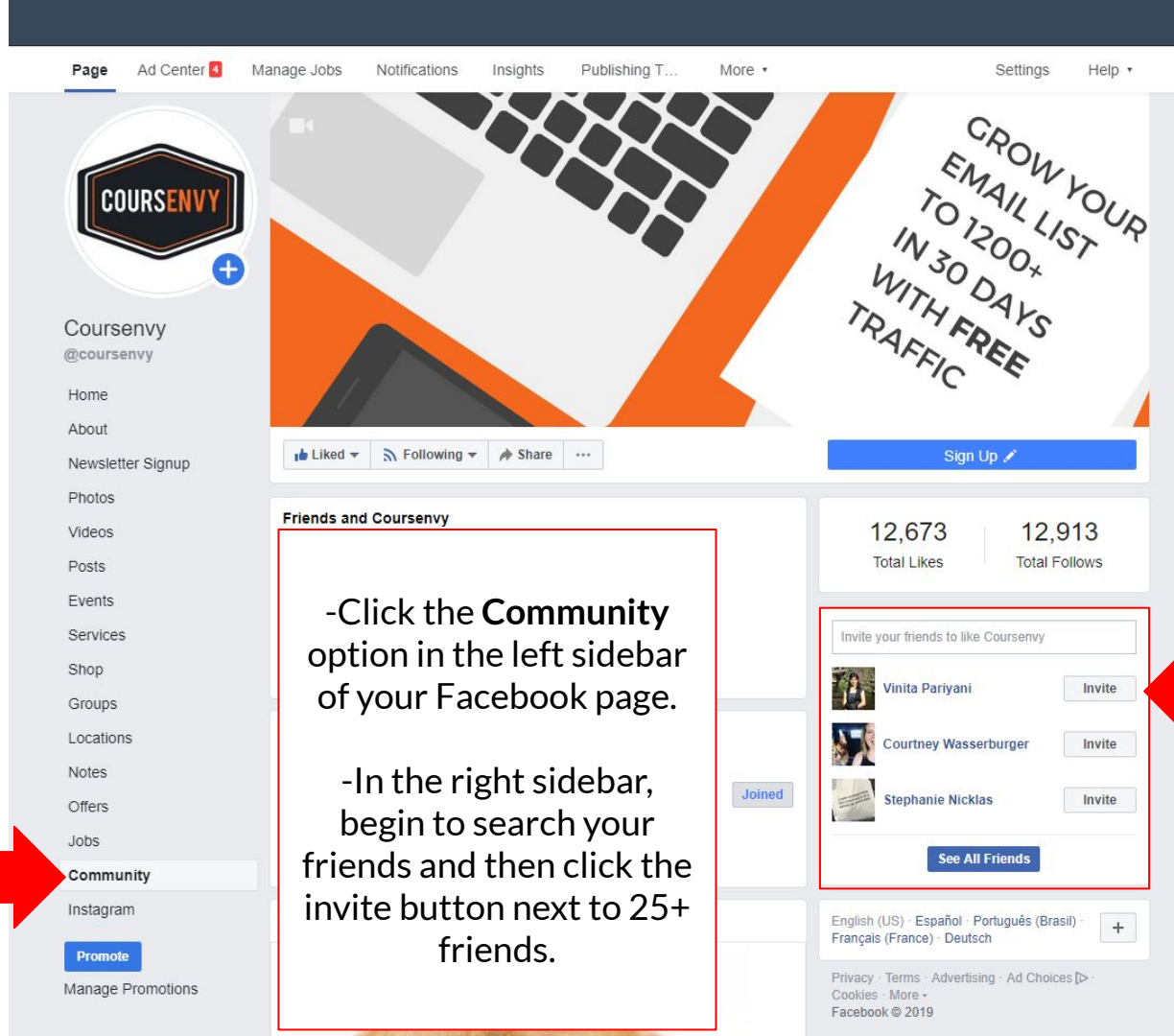
- I want people to easily find me from website to website and easily in Google search. Continuity not only builds my brand name awareness but it also makes it easy for customers to remember my brand name and my varying URLs.

Get Your First 25 Facebook Page Fans

In order to create your Facebook Page username, you need 25 fans of your page.

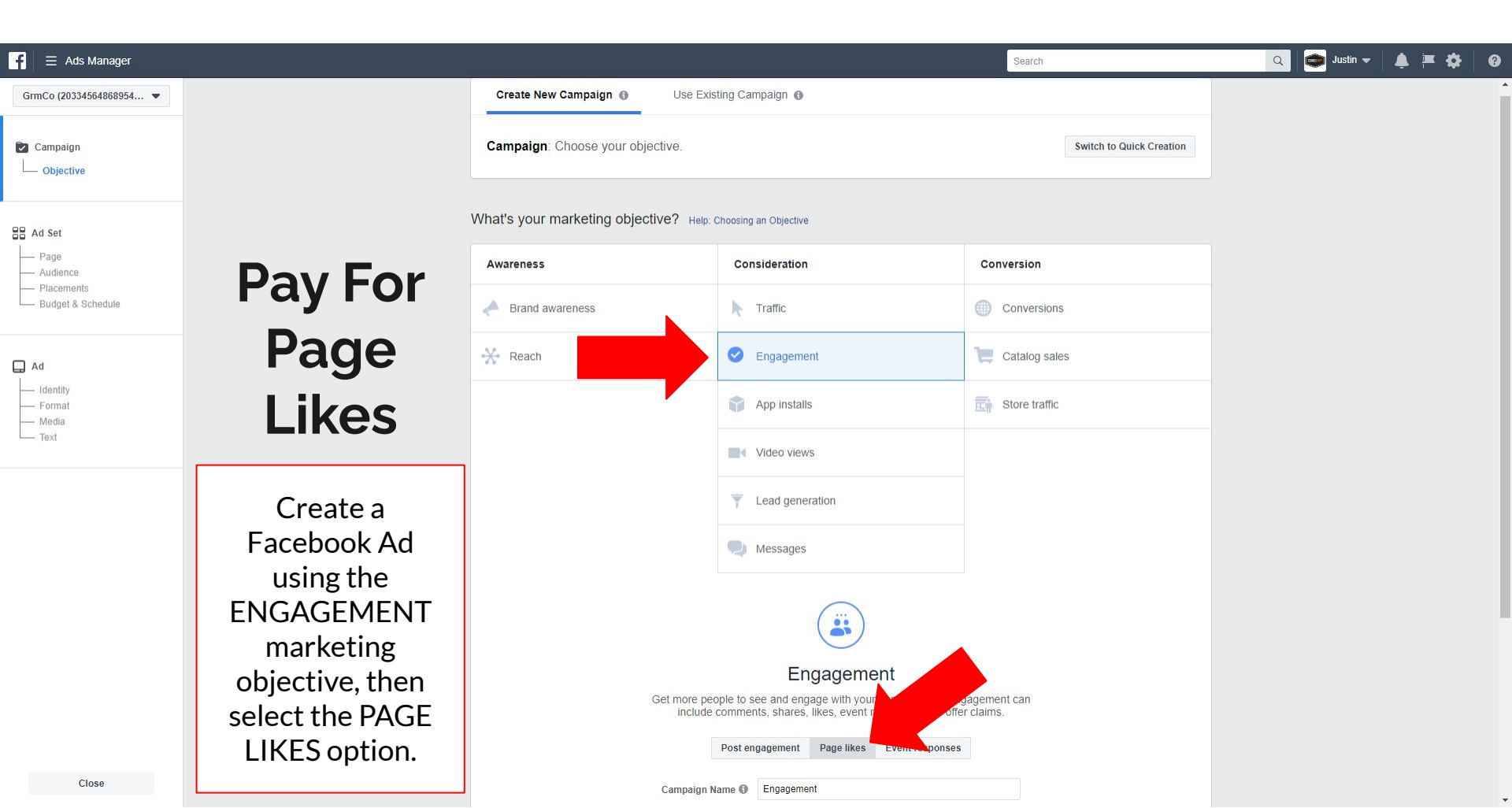
The two ways I do this is either for FREE by inviting friends to like my page. Or pay for 25 page likes via an “Engagement → Page Likes” Facebook Ad.

Here is the FREE method…



Pay For Page Likes

Create a Facebook Ad using the ENGAGEMENT marketing objective, then select the PAGE LIKES option.



Customize Your Facebook Page Username

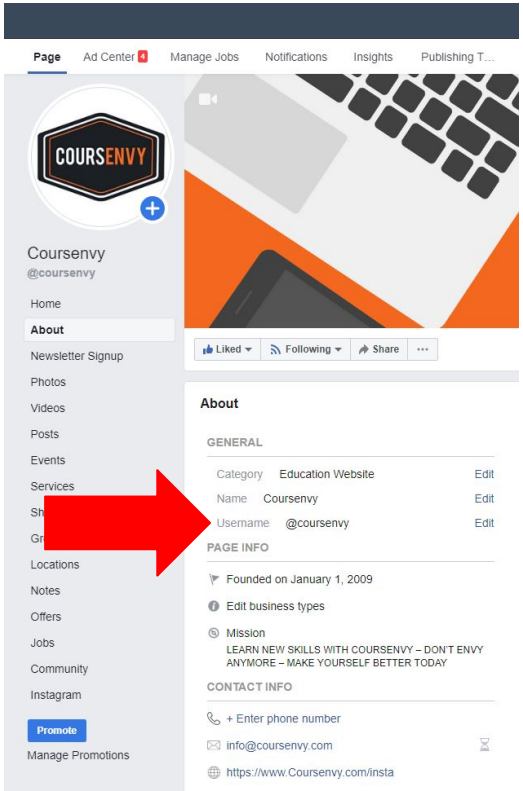
Once you have 25 fans/page likes, you can change your Facebook Page URL (currently a long ugly URL with a page ID number) to your own custom business username.

www.facebook.com/page-name-8857469375913

TO

www.facebook.com/YourChosenName

You can only change this once, otherwise you will have to request permission from Facebook... so choose wisely! Think of it like it is changing your own name… or changing Walmart's brand name tomorrow. **YOU** are establishing a brand, so Facebook doesn't want people wishy washy and changing names constantly and inserting keywords, etc. Facebook wants to build a stable asset of all these various Facebook pages.



Optimize Your Facebook Page Images

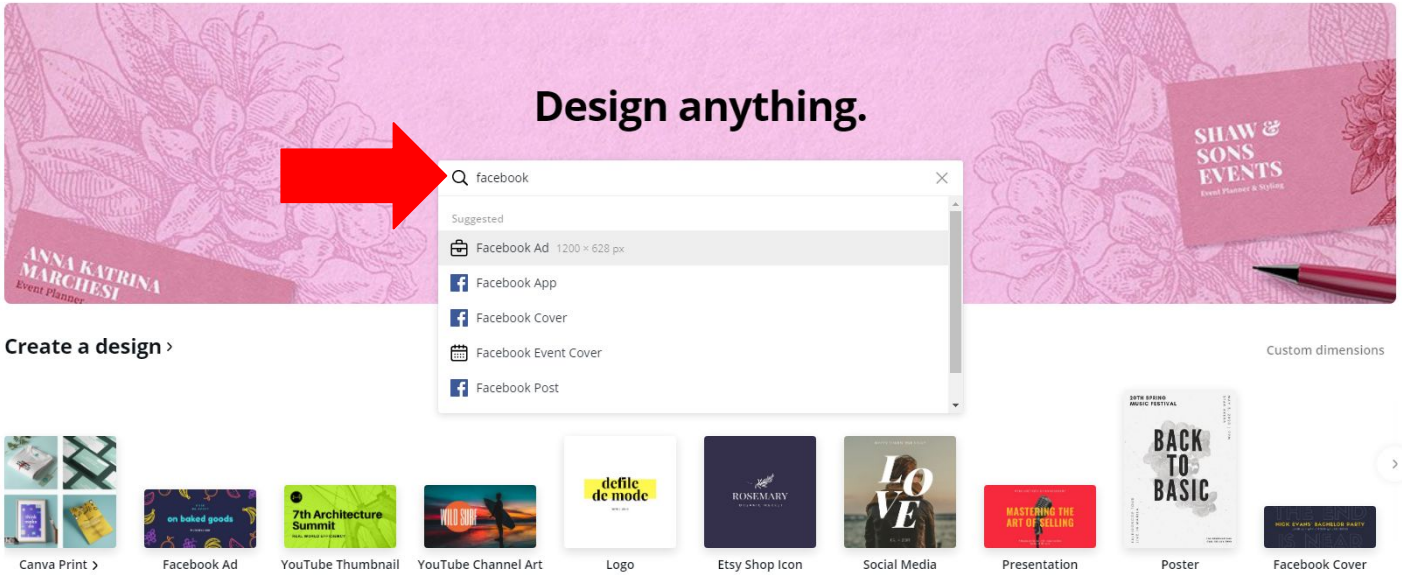
To set your brand apart from the competition, you need to take the time to not only create high-quality images, but ensure you are using the **correct image sizes** on your Facebook Page and all the other varying social media networks!

https://www.coursenvy.com/social-media-image-sizes

Facebook Image Creation Tool

I use Canva.com to create all my varying Facebook images!

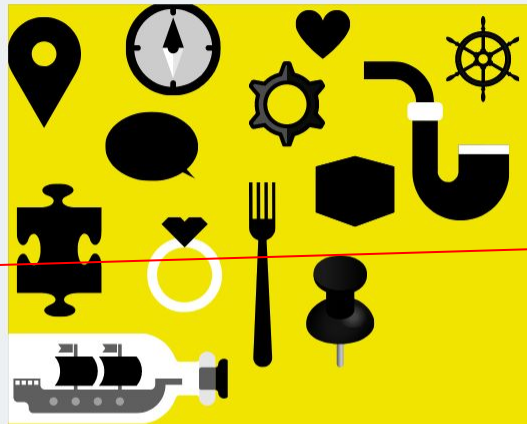
https://www.canva.com



Home File Resize Unsaved changes Facebook Ad Upgrade Share Download

Templates Photos Elements Text Bkground Uploads Folders More

Facebook Ad



Use one of Canva's many free templates or create your own image from scratch with the various tools in the left sidebar!

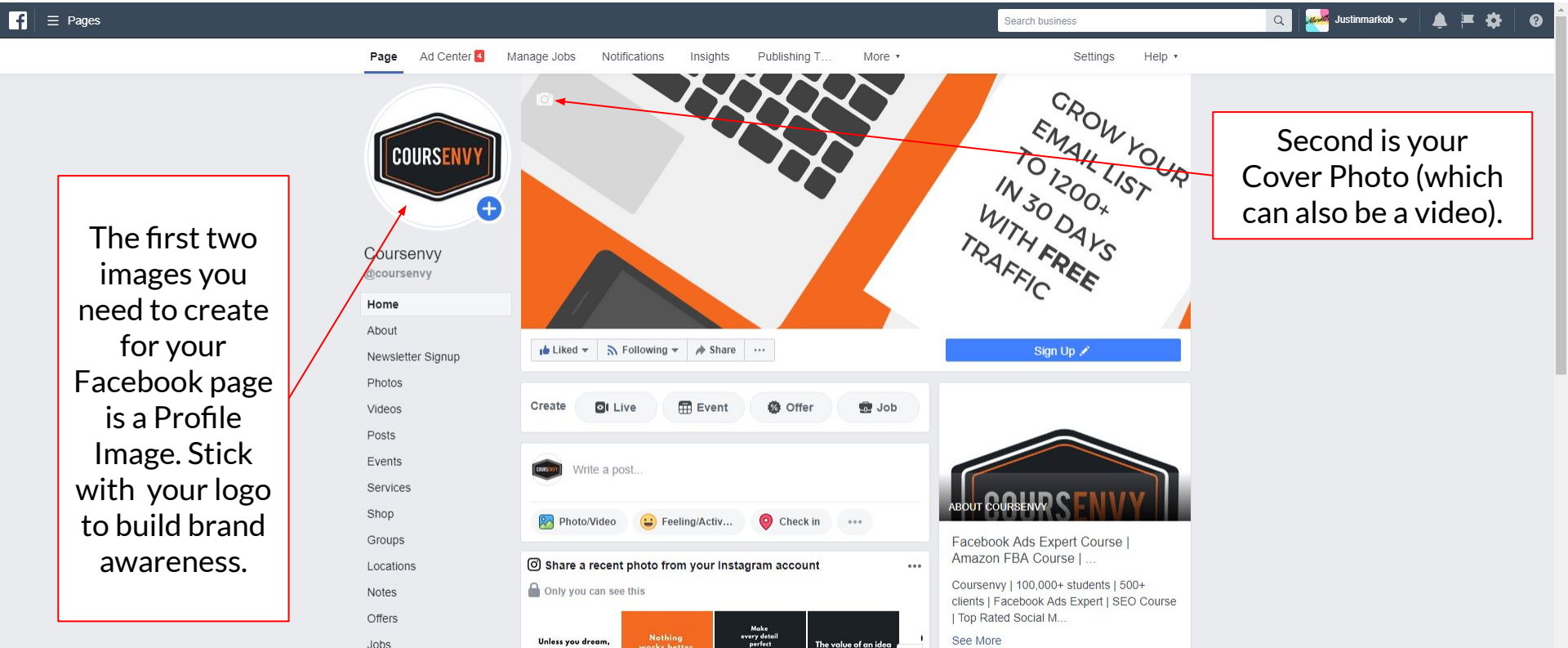
Master the Canva software at:
https://designschool.canva.com/tutorials

a little bit of
EVERYTHING
the life of A.Musing

+ Add a new page

112% Help ?

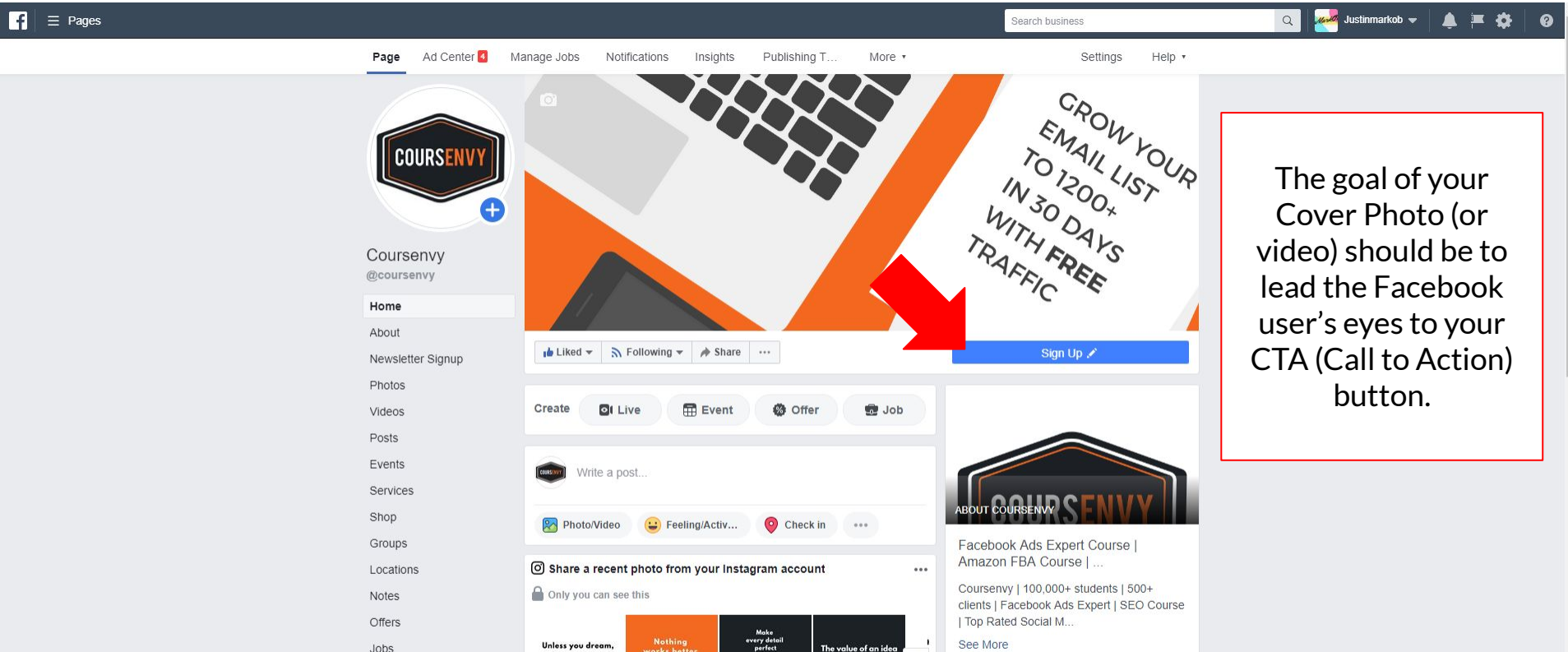
Facebook Page Images



The first two images you need to create for your Facebook page is a Profile Image. Stick with your logo to build brand awareness.

Second is your Cover Photo (which can also be a video).

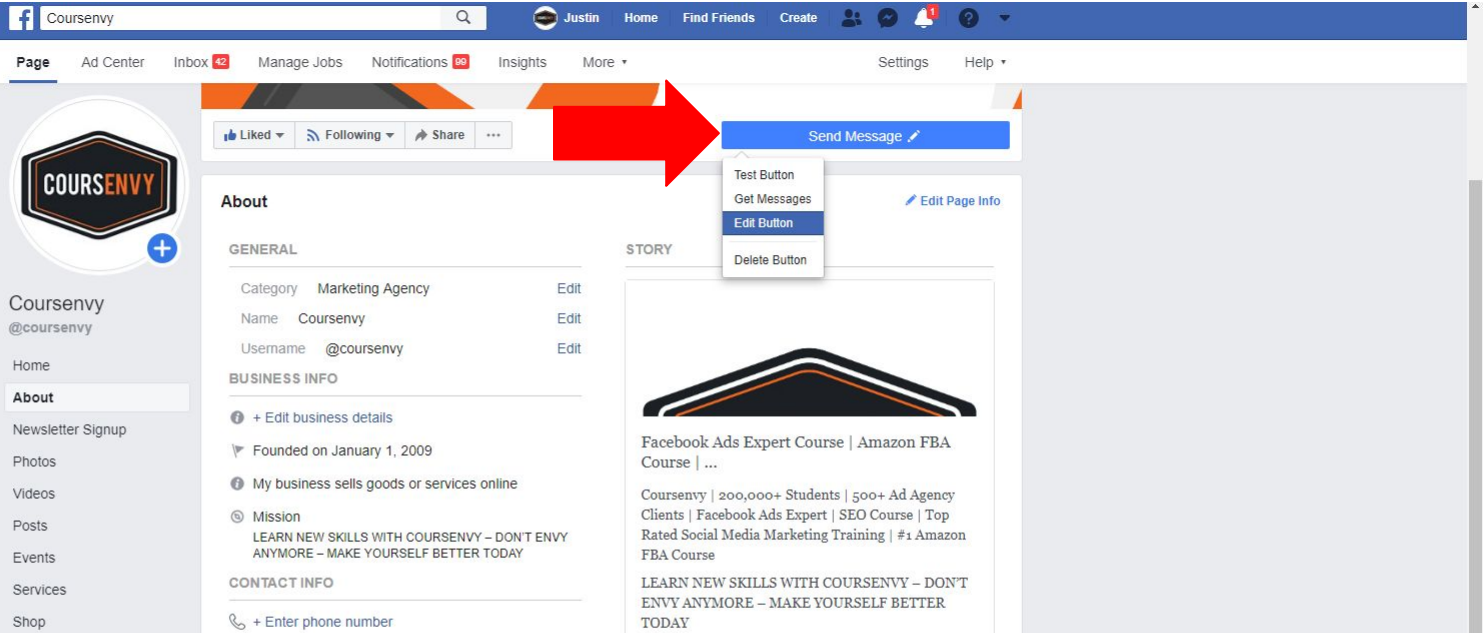
Facebook Page Call to Action (CTA) Button

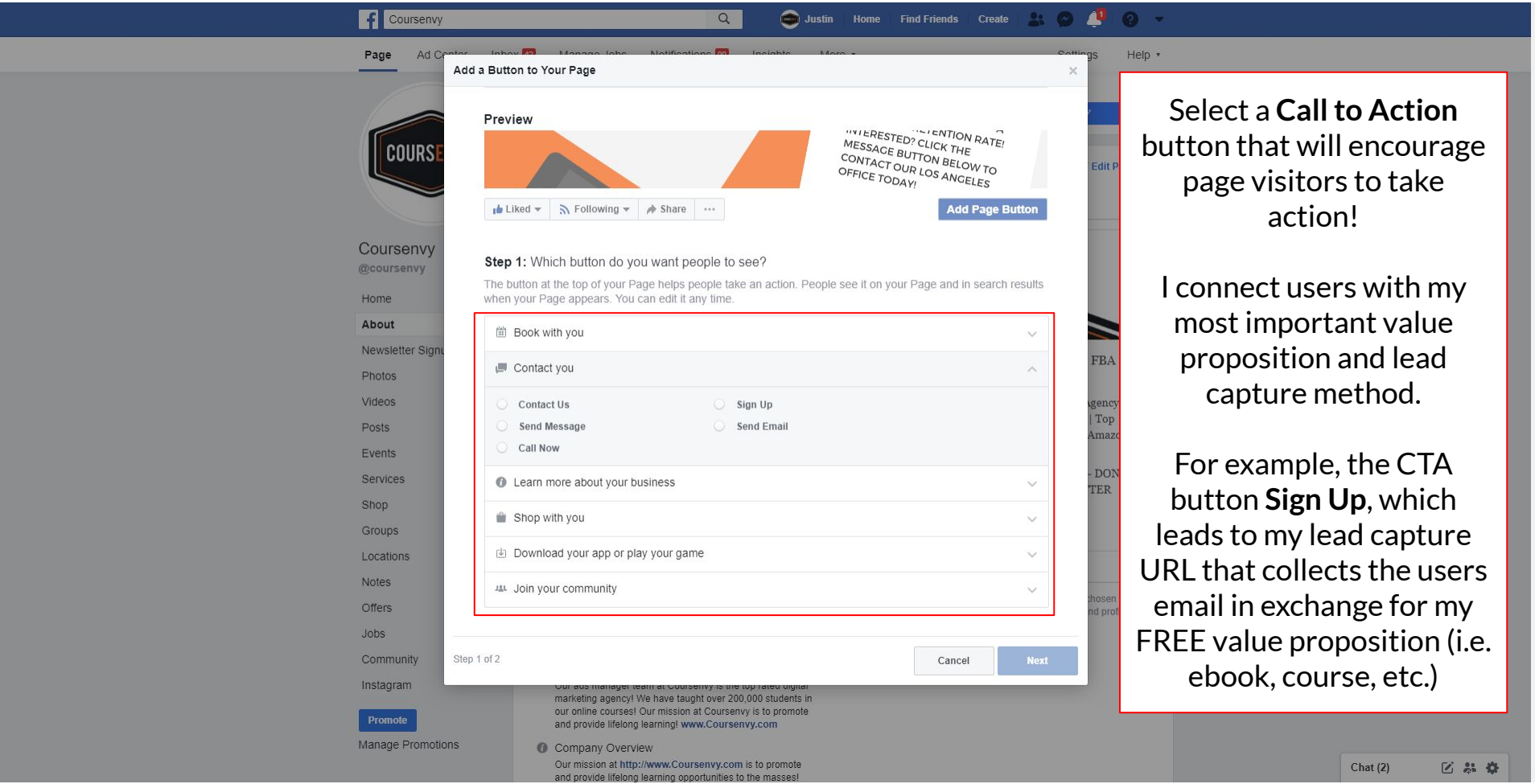


The goal of your Cover Photo (or video) should be to lead the Facebook user's eyes to your CTA (Call to Action) button.

Facebook Page Call to Action (CTA) Button

- Click the Call to Action button.
- Select Edit Button in the dropdown menu.



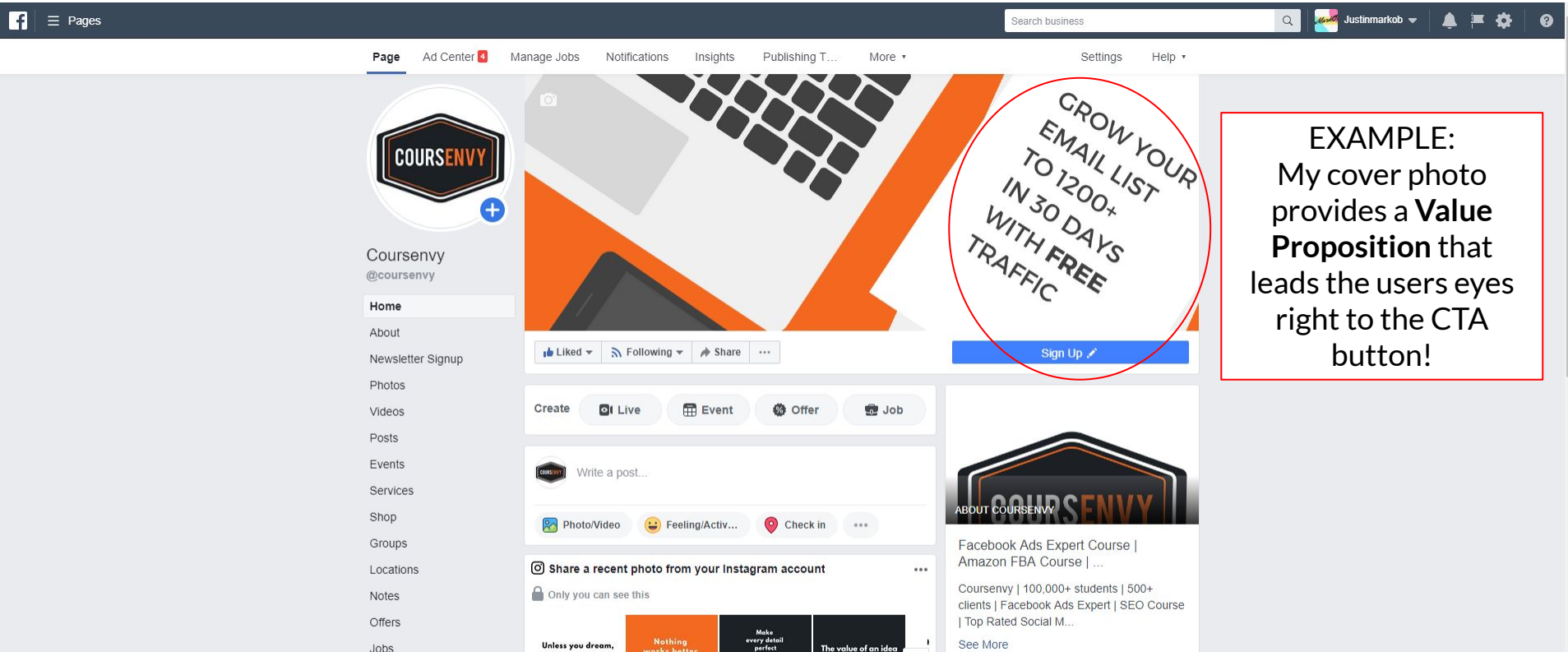


Select a **Call to Action** button that will encourage page visitors to take action!

I connect users with my most important value proposition and lead capture method.

For example, the CTA button **Sign Up**, which leads to my lead capture URL that collects the users email in exchange for my FREE value proposition (i.e. ebook, course, etc.)

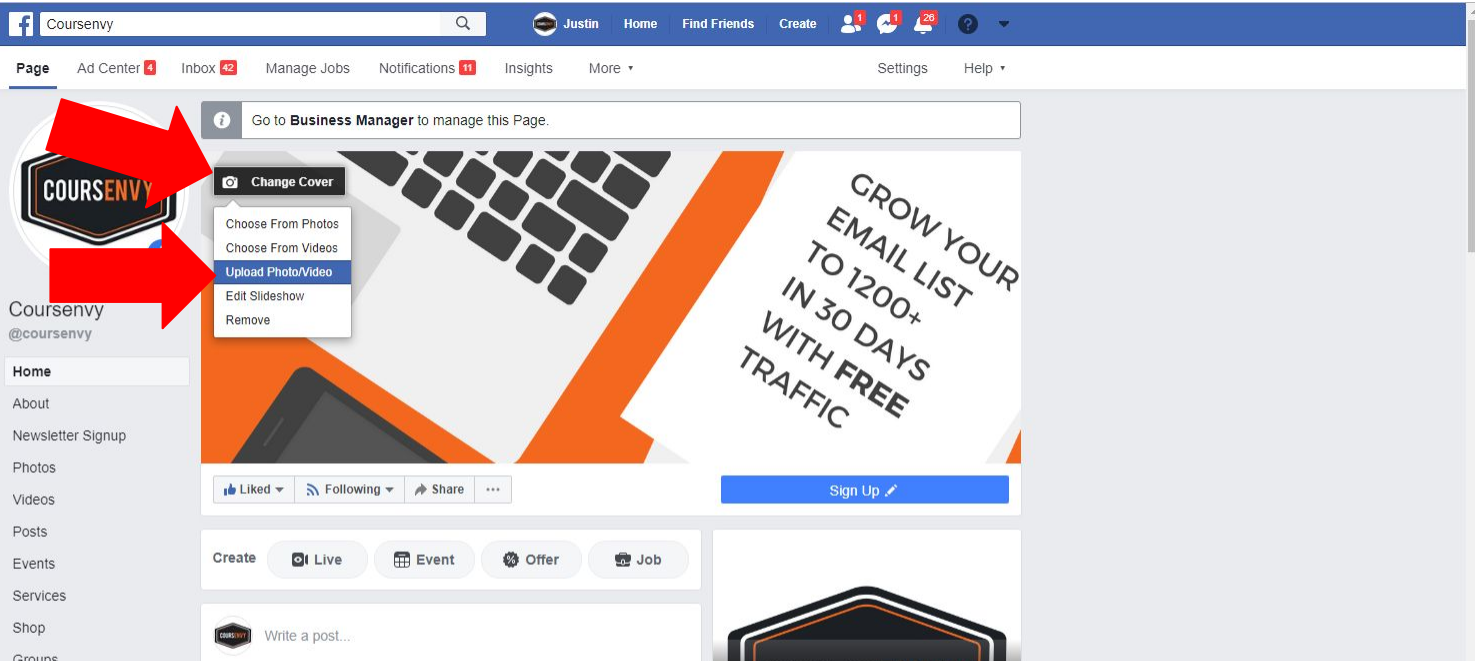
Facebook Page Cover Image



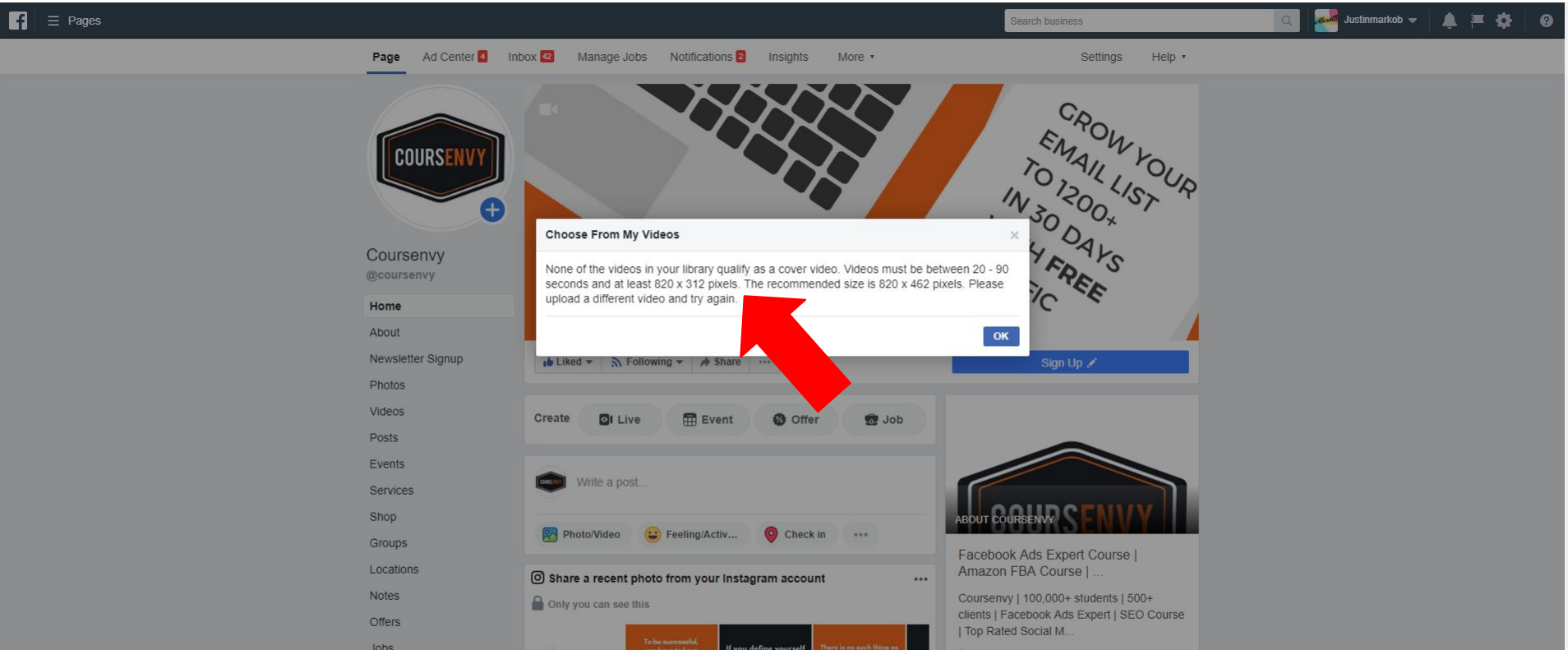
EXAMPLE:
My cover photo provides a **Value Proposition** that leads the users eyes right to the CTA button!

Facebook Page Cover Video

You can also use a video for your Facebook Page Cover!



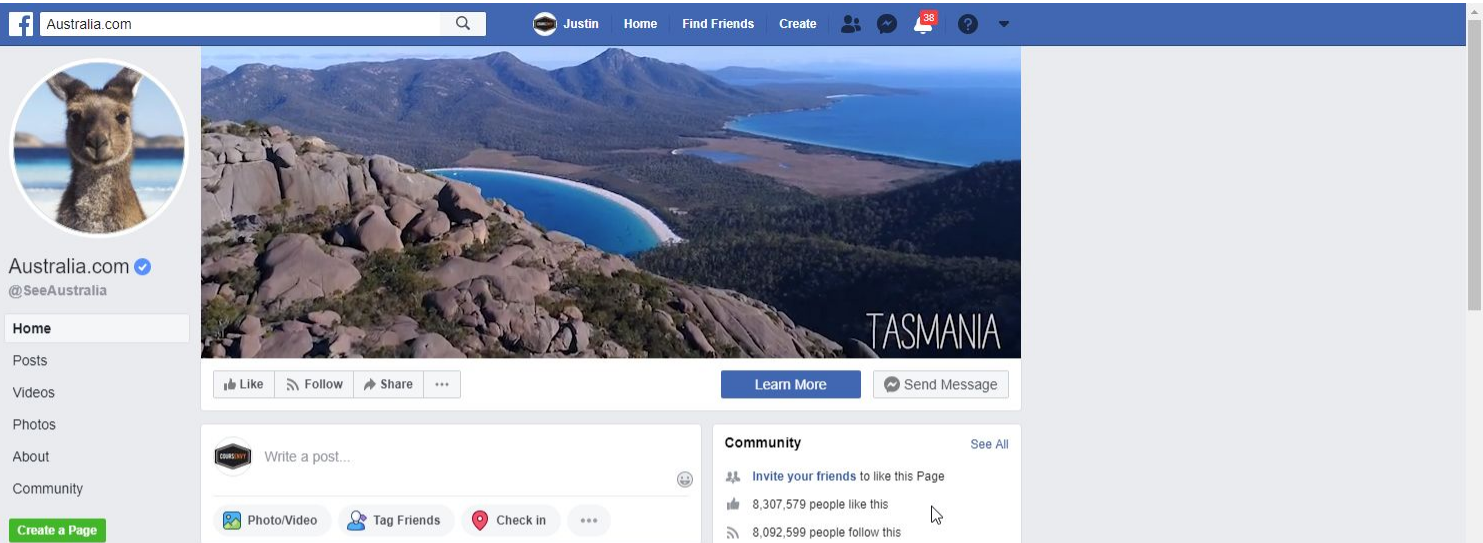
Facebook Page Cover Video Specs



Great Facebook Page Cover Video Example

www.facebook.com/SeeAustralia

Typically I use images for my client's Facebook page as I direct users eyes to my CTA button. But for some unique pages, videos make sense! For example, a travel company or videographer!



Optimize Facebook Page Settings

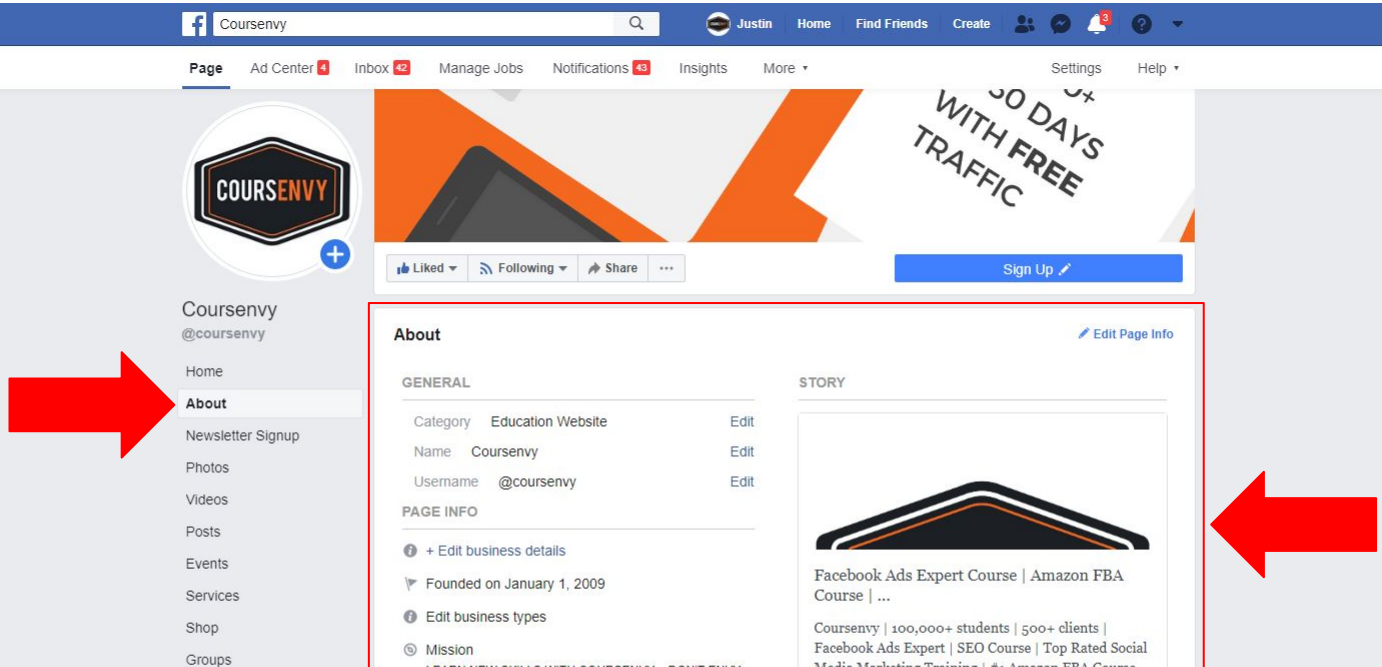
First and foremost, ensure you have everything filled out on your Facebook Page.

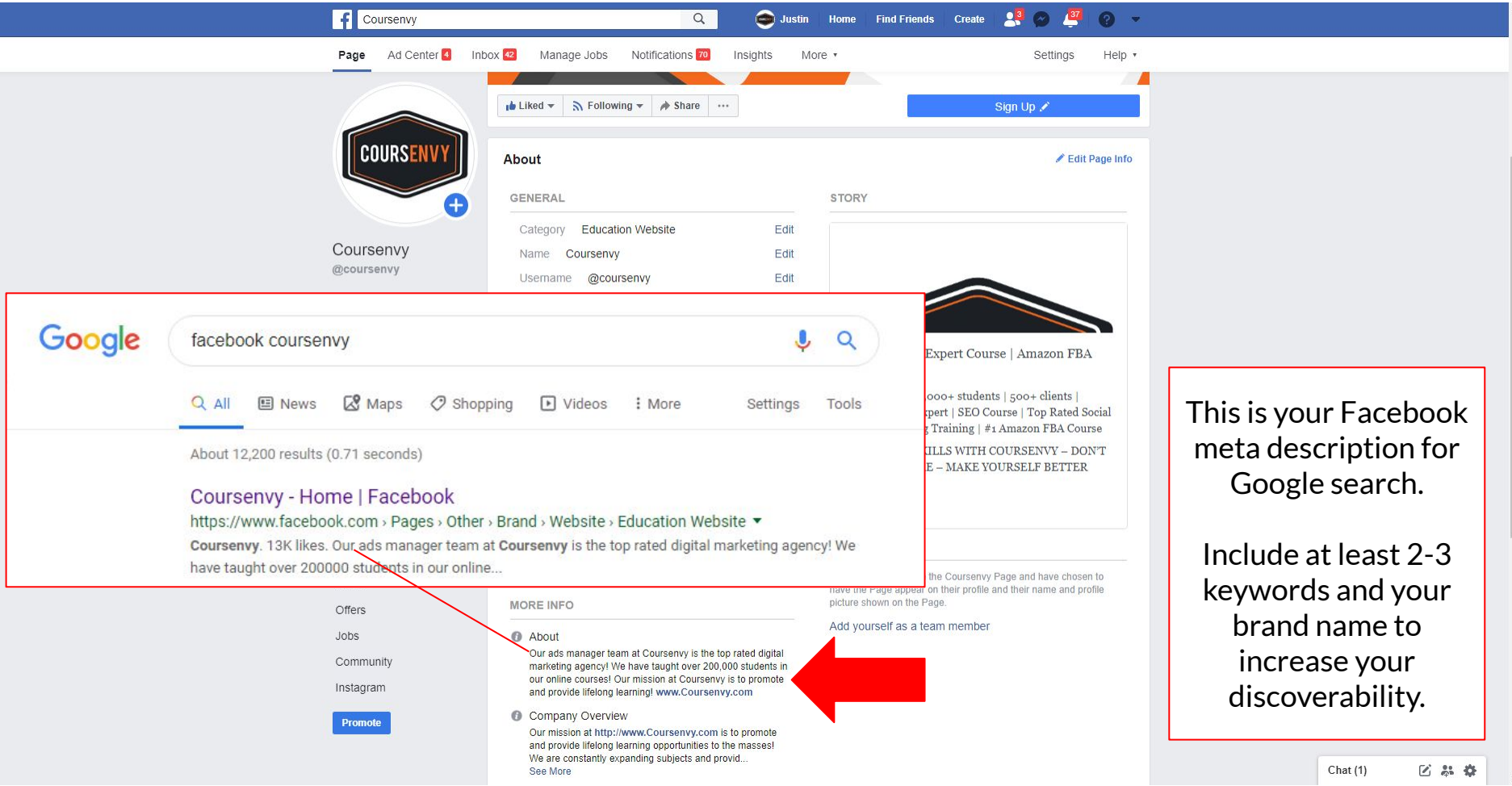
This includes:

- Facebook Page About section / Page Info
- Description
- Business Address and Phone (Google factors this in search ranking for “location” businesses)
- Page Category
- Website and Email
- etc. etc. etc.

Fill Out EVERYTHING On Your About Page

The more **complete** your business information is, the more **legit** you are in the eyes of Facebook!

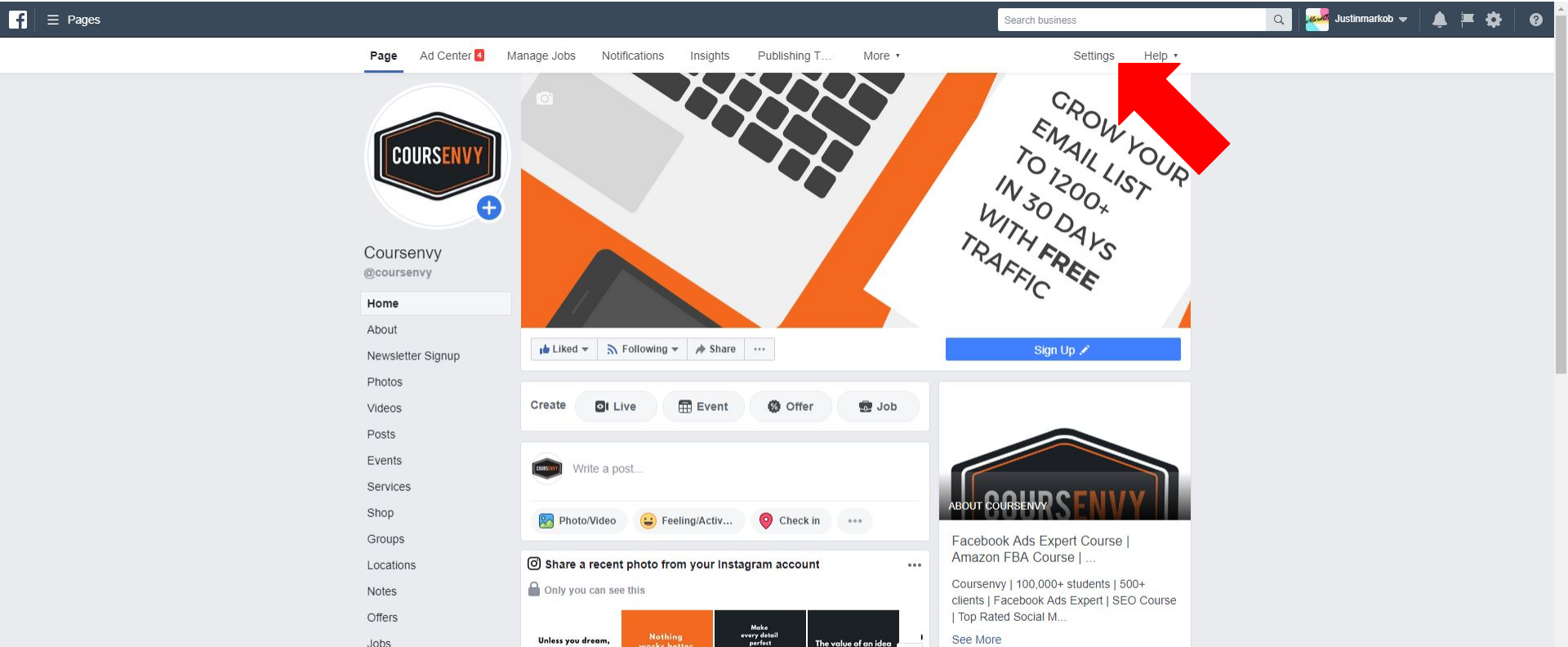




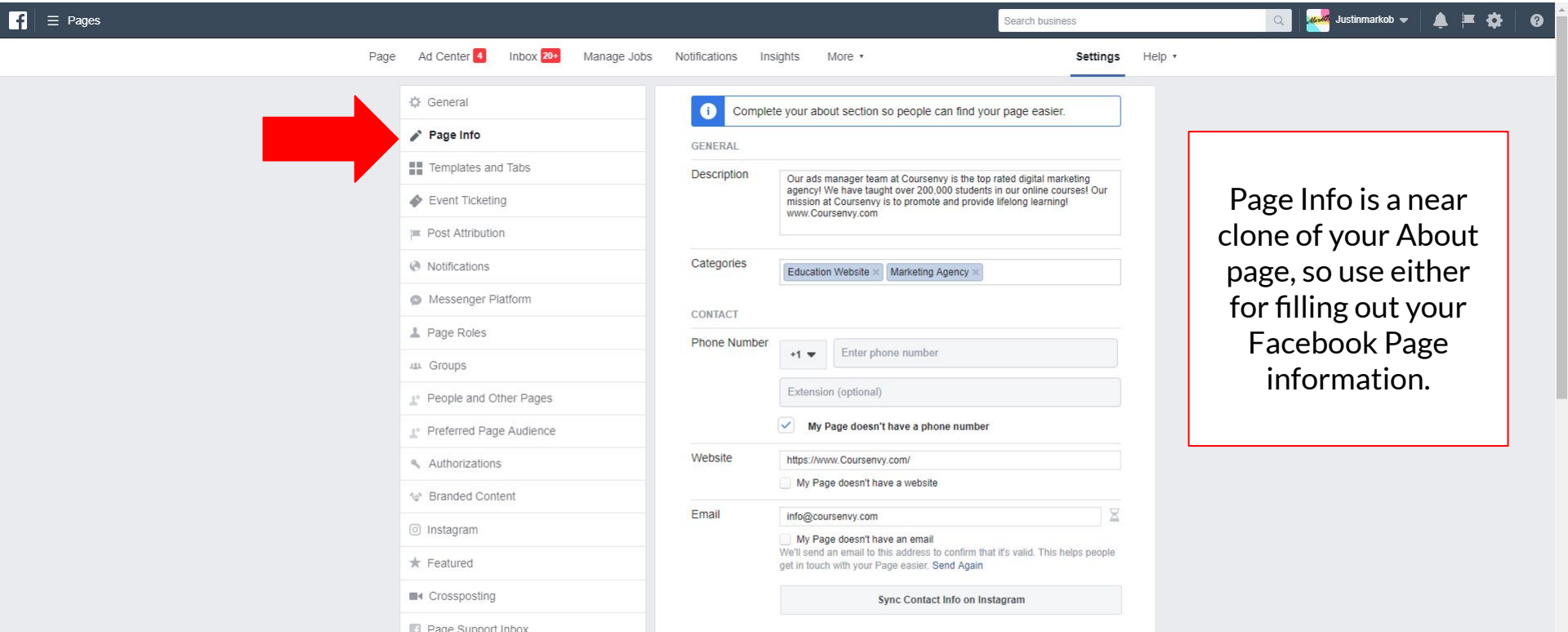
This is your Facebook meta description for Google search.

Include at least 2-3 keywords and your brand name to increase your discoverability.

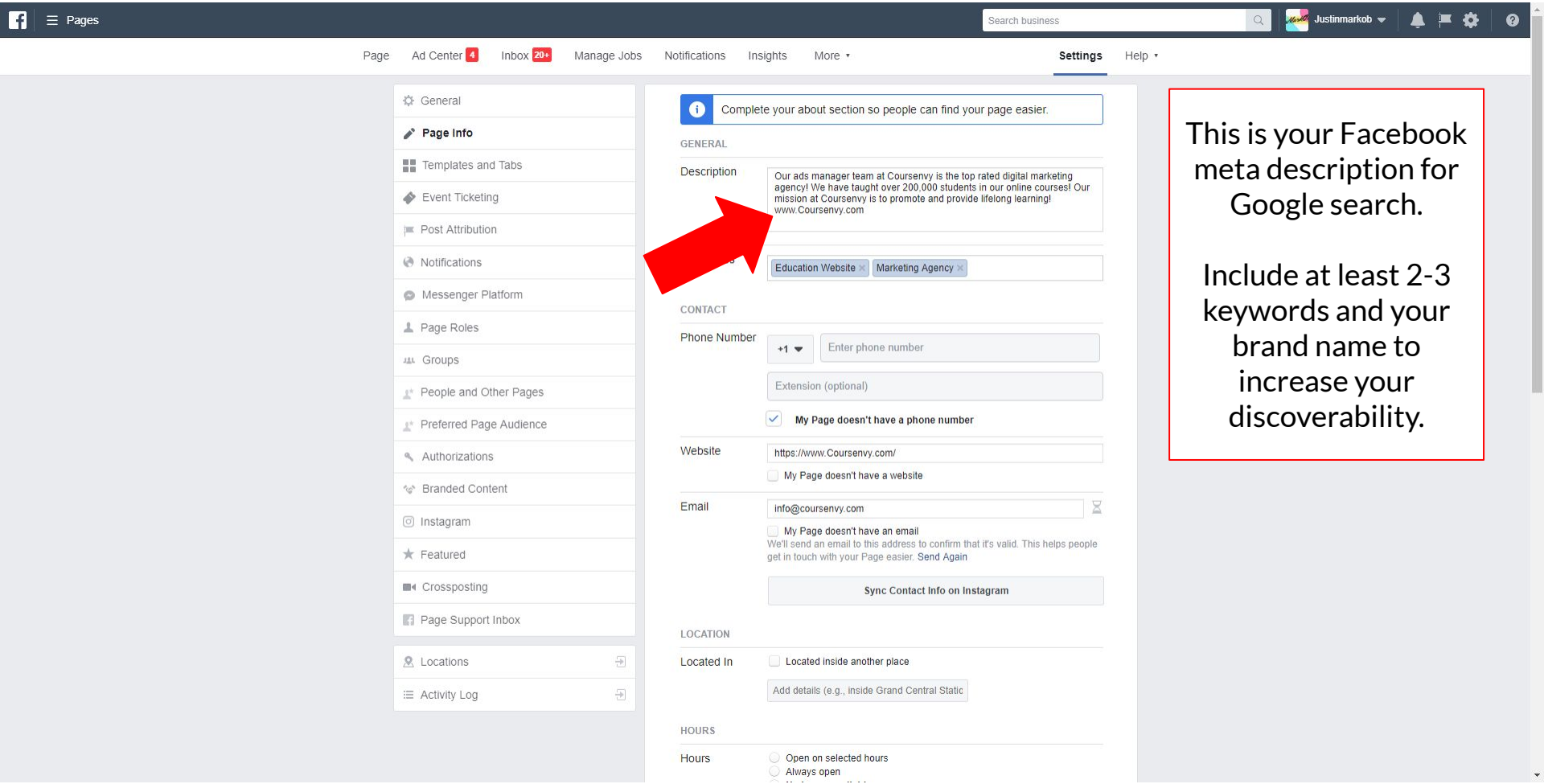
Optimize Facebook Page Settings



Page Info



Page Info is a near clone of your About page, so use either for filling out your Facebook Page information.



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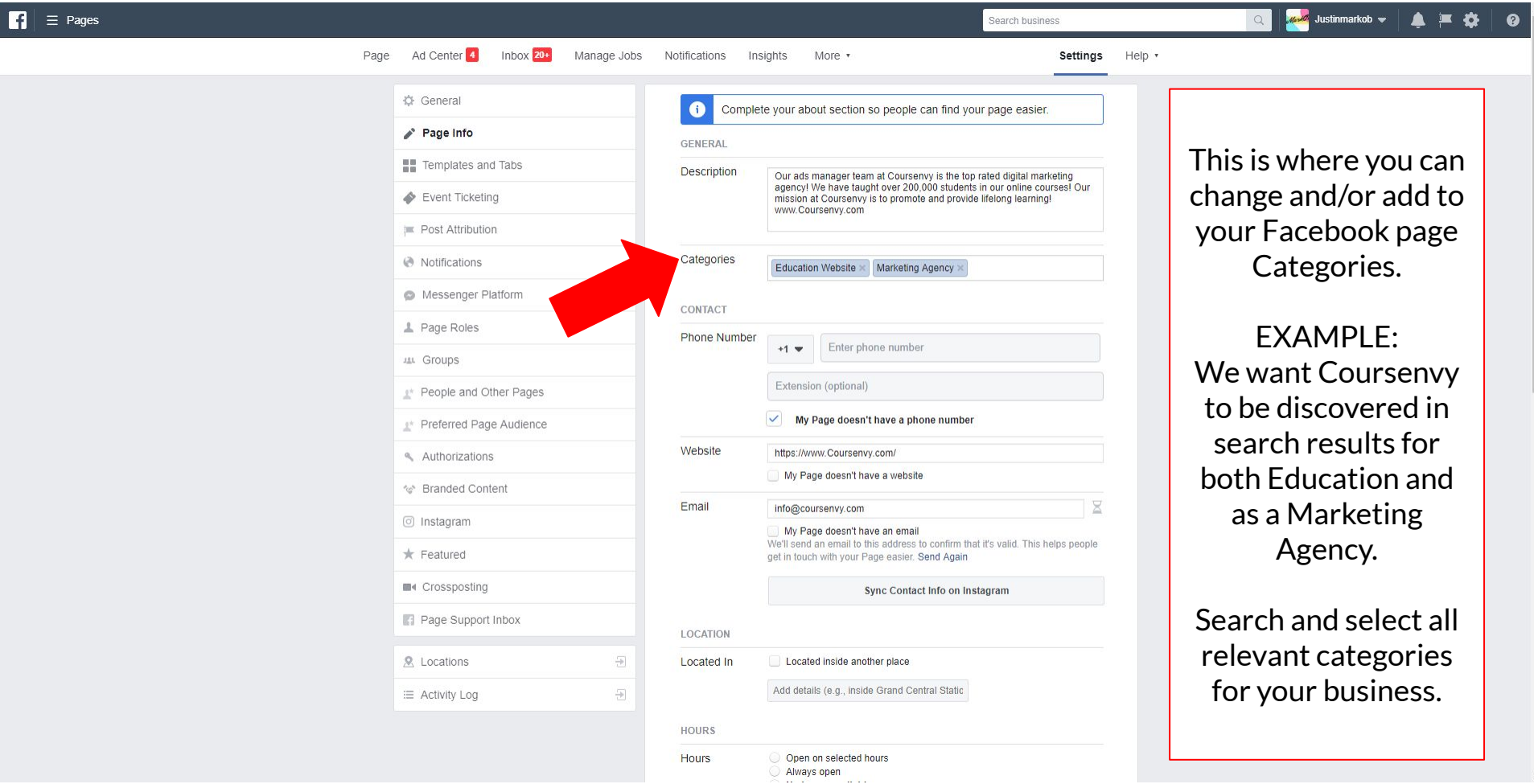
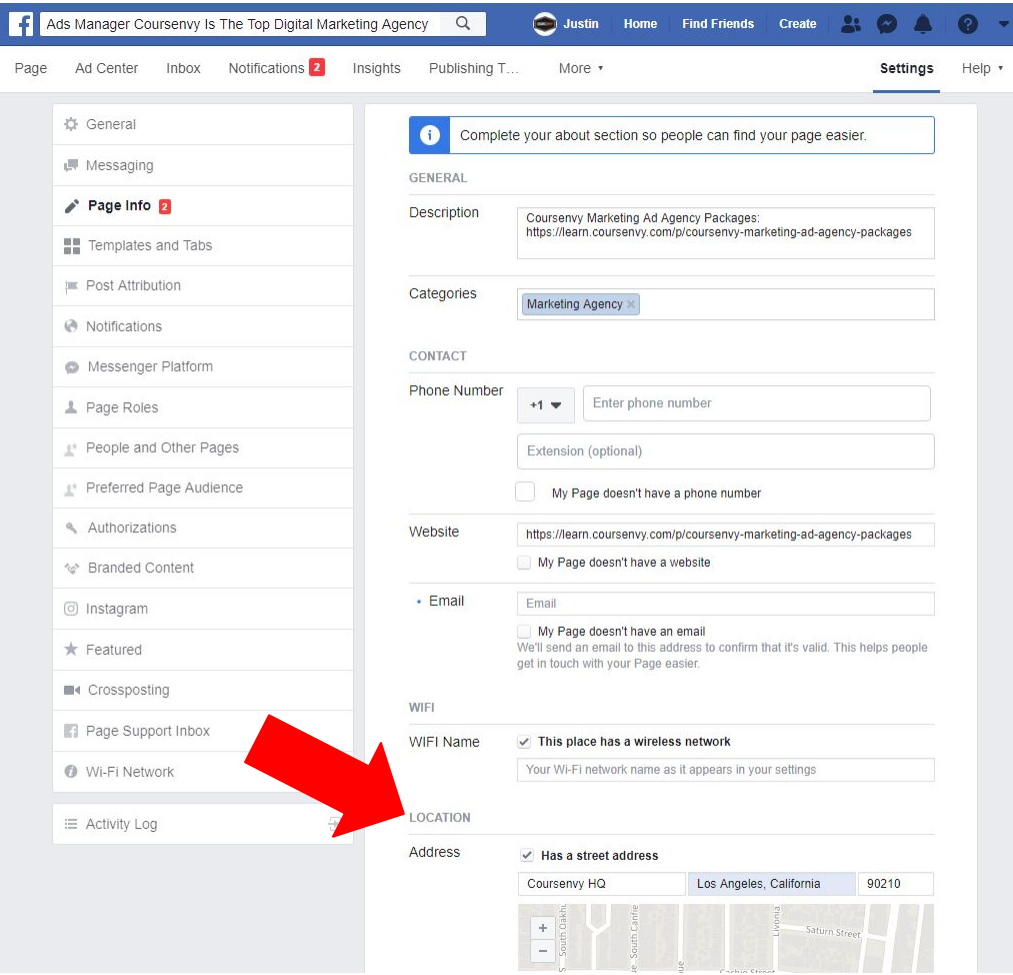


This is where you can change and/or add to your Facebook page Categories.

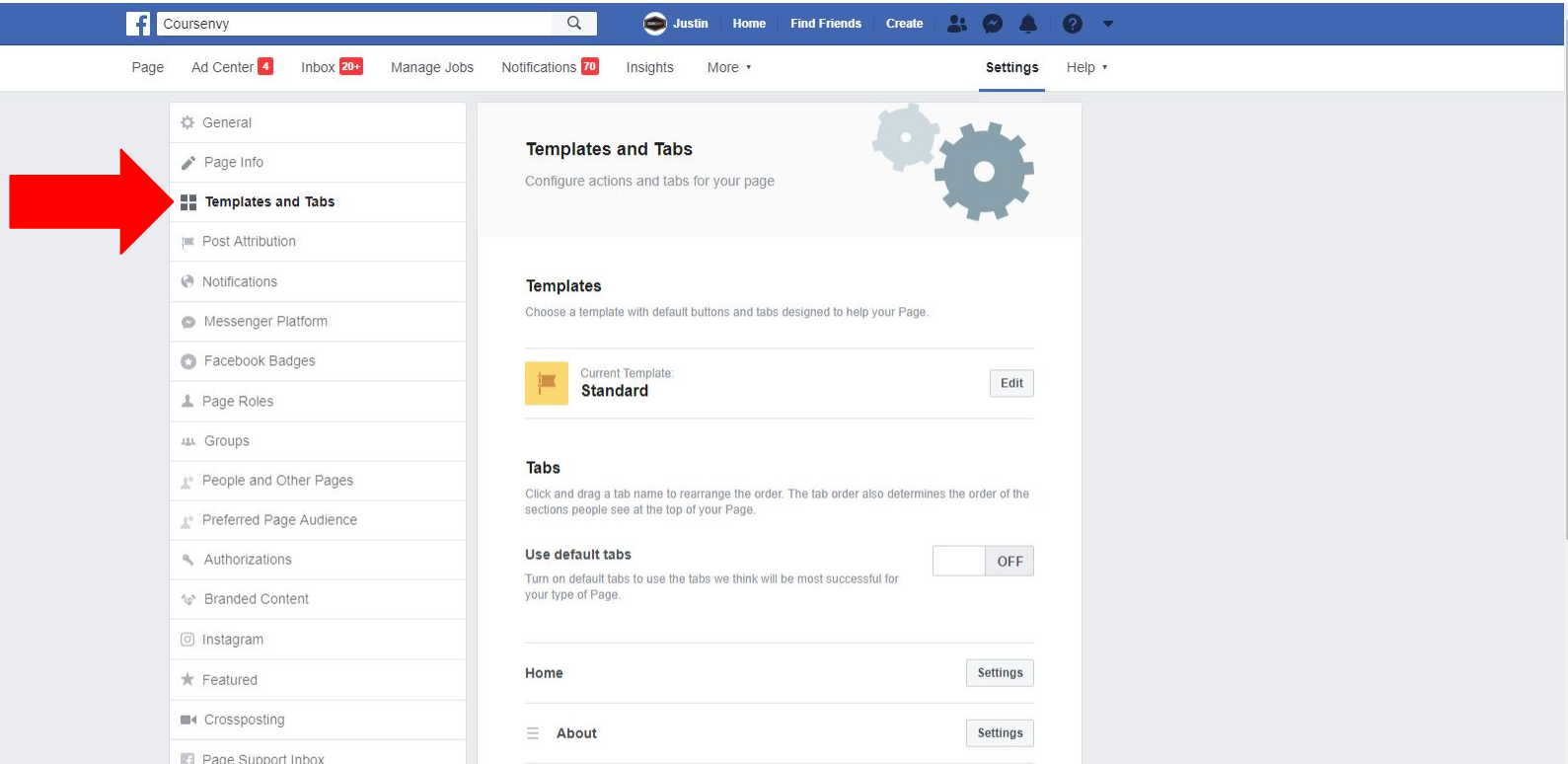
EXAMPLE:
We want Coursenvy to be discovered in search results for both Education and as a Marketing Agency.

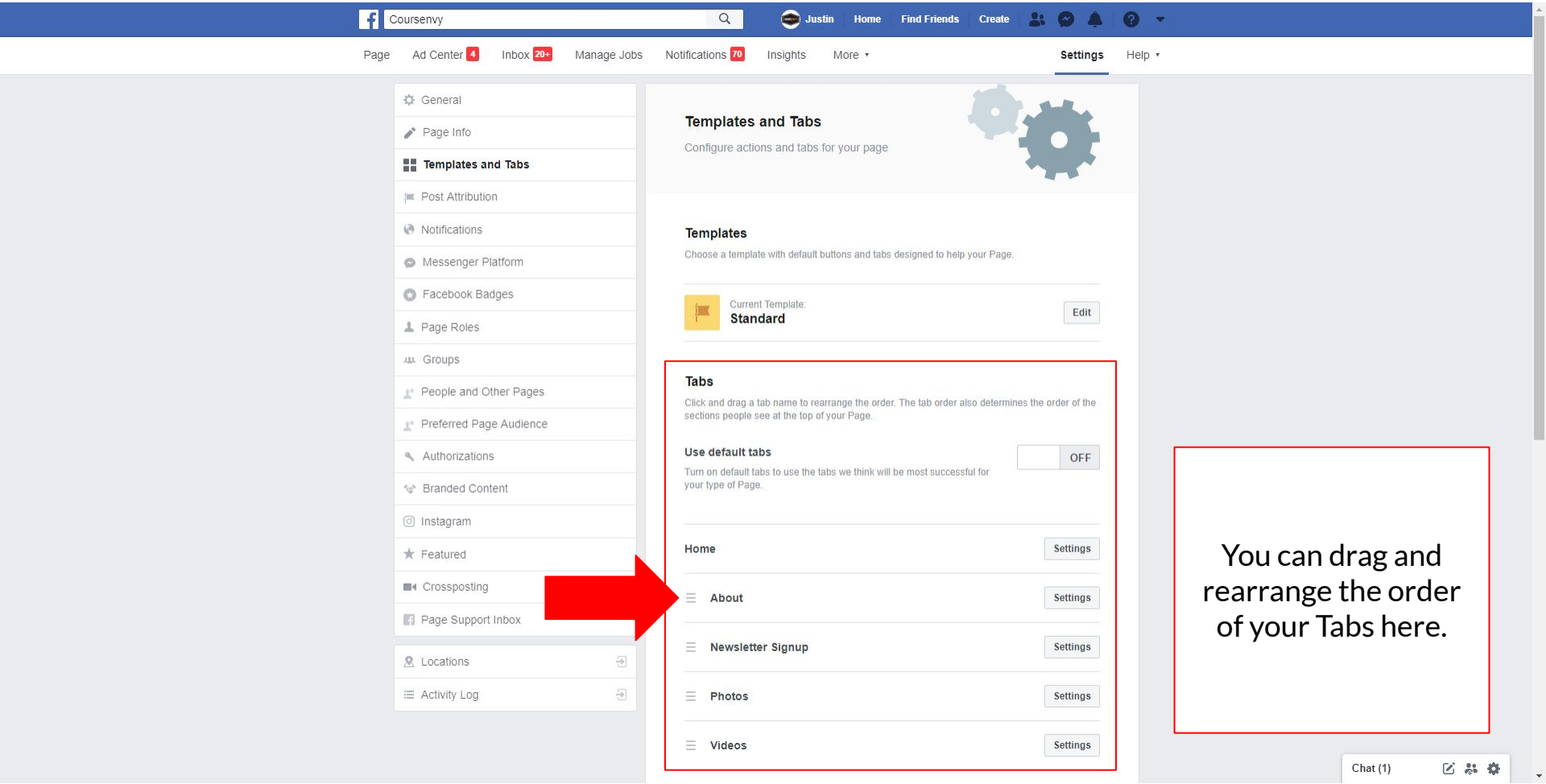
Search and select all relevant categories for your business.

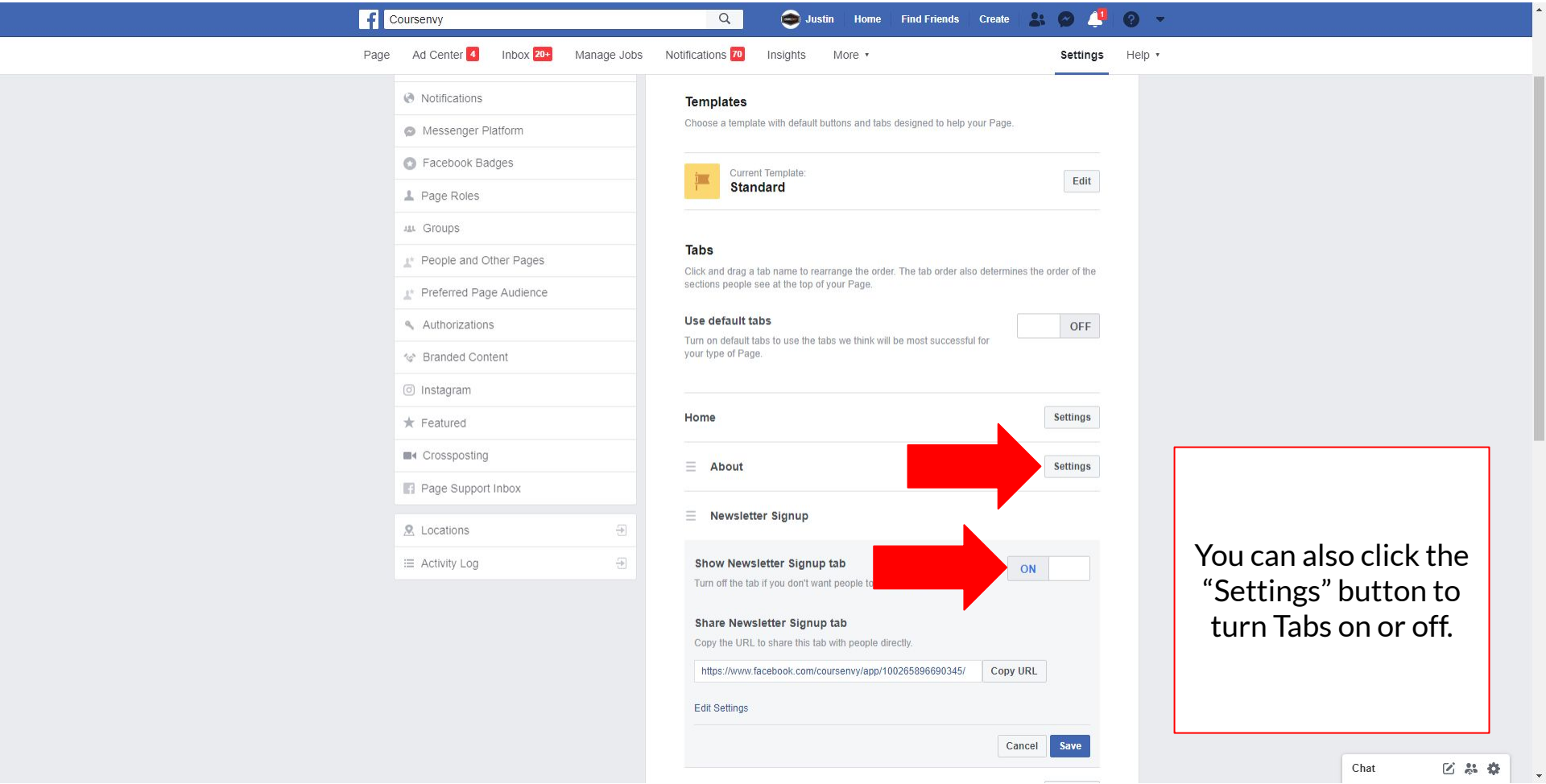


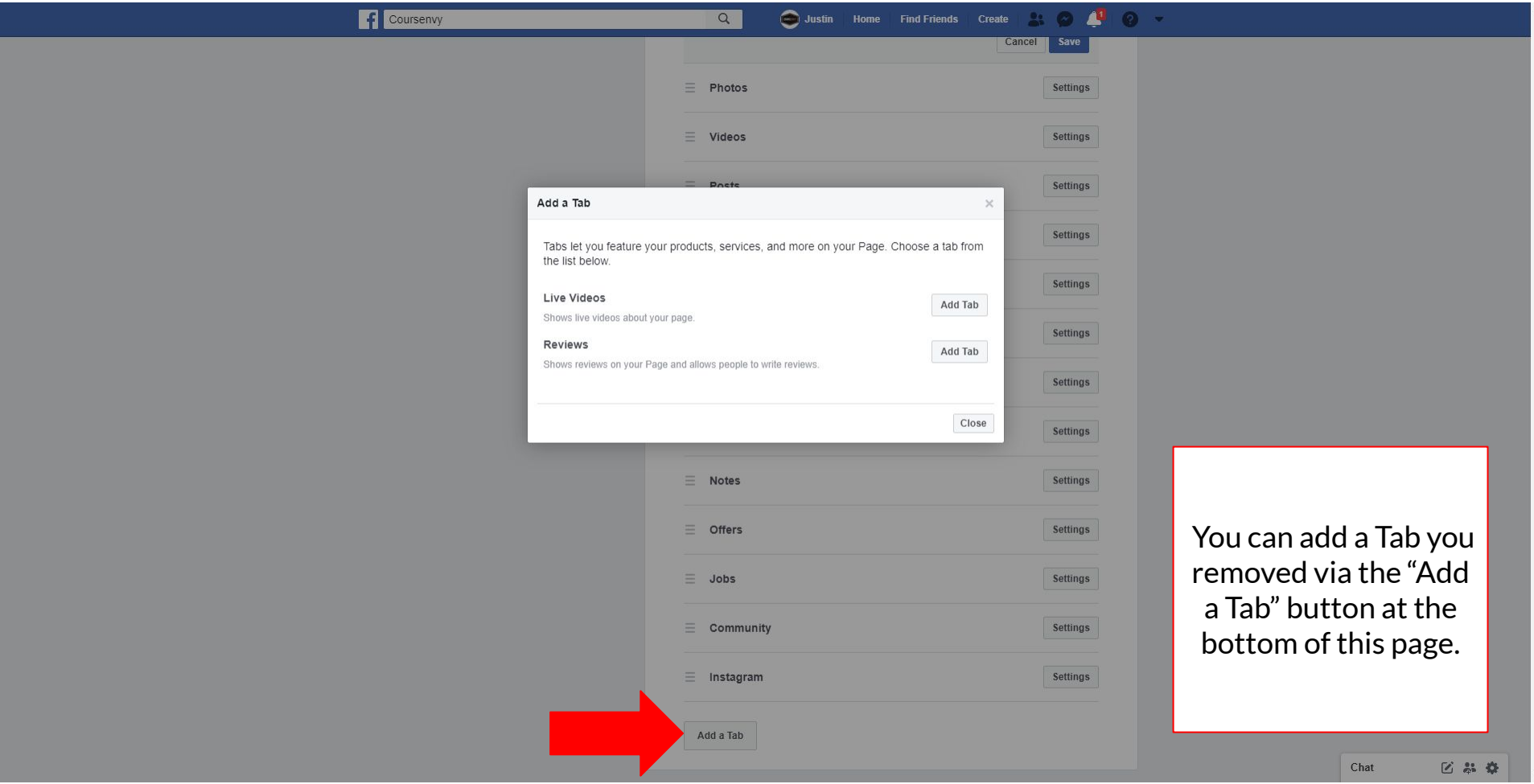
If you have a local brick and mortar location for your business, add the address here.

Templates and Tabs



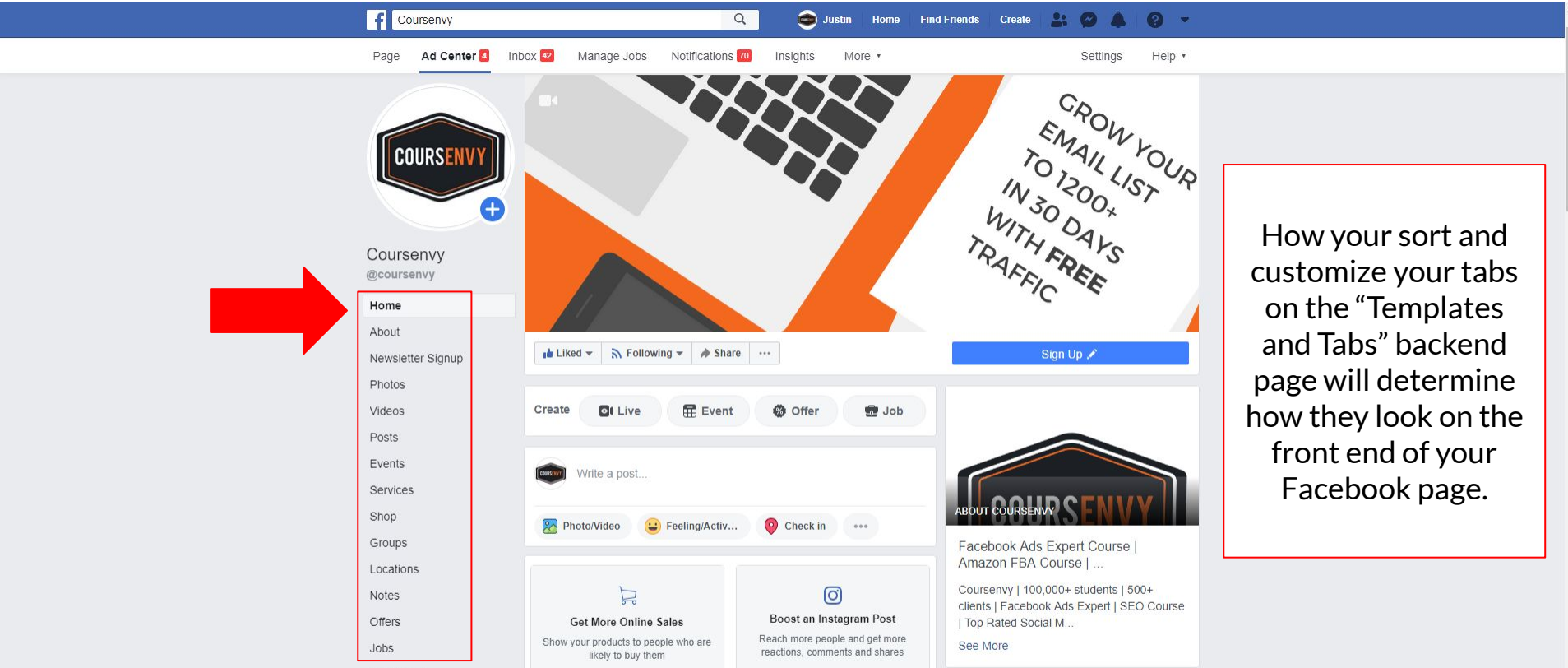

Coursenvy
Justin
Home
Find Friends
Create
Page
Ad Center 4
Inbox 20+
Manage Jobs
Notifications 70
Insights
More
Settings
Help
General
Page Info
Templates and Tabs
Post Attribution
Notifications
Messenger Platform
Facebook Badges
Page Roles
Groups
People and Other Pages
Preferred Page Audience
Authorizations
Branded Content
Instagram
Featured
Crossposting
Page Support Inbox
Locations
Activity Log
Templates and Tabs
Configure actions and tabs for your page
Templates
Choose a template with default buttons and tabs designed to help your Page.
Current Template:
Standard
Edit
Tabs
Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.
Use default tabs
Turn on default tabs to use the tabs we think will be most successful for your type of Page.
OFF
Home
Settings
About
Settings
Newsletter Signup
Settings
Photos
Settings
Videos
Settings
You can drag and rearrange the order of your Tabs here.
Chat (1)


Coursenvy
Justin
Home
Find Friends
Create
Page
Ad Center 4
Inbox 20+
Manage Jobs
Notifications 70
Insights
More
Settings
Help
Notifications
Messenger Platform
Facebook Badges
Page Roles
Groups
People and Other Pages
Preferred Page Audience
Authorizations
Branded Content
Instagram
Featured
Crossposting
Page Support Inbox
Locations
Activity Log
Templates
Choose a template with default buttons and tabs designed to help your Page.
Current Template:
Standard
Edit
Tabs
Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.
Use default tabs
Turn on default tabs to use the tabs we think will be most successful for your type of Page.
OFF
Home
Settings
About
Settings
Newsletter Signup
Show Newsletter Signup tab
Turn off the tab if you don't want people to
ON
Share Newsletter Signup tab
Copy the URL to share this tab with people directly.
https://www.facebook.com/coursenvy/app/100265896690345/
Copy URL
Edit Settings
Cancel
Save
You can also click the "Settings" button to turn Tabs on or off.
Chat



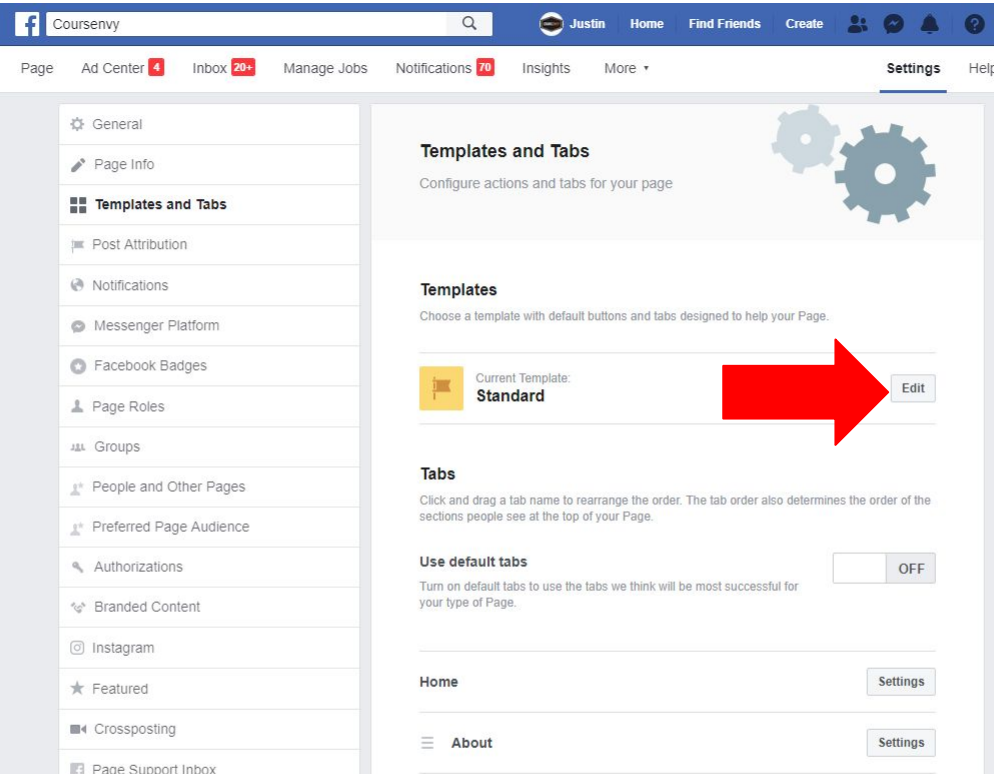
You can add a Tab you removed via the “Add a Tab” button at the bottom of this page.

Custom Tabs



How your sort and customize your tabs on the “Templates and Tabs” backend page will determine how they look on the front end of your Facebook page.

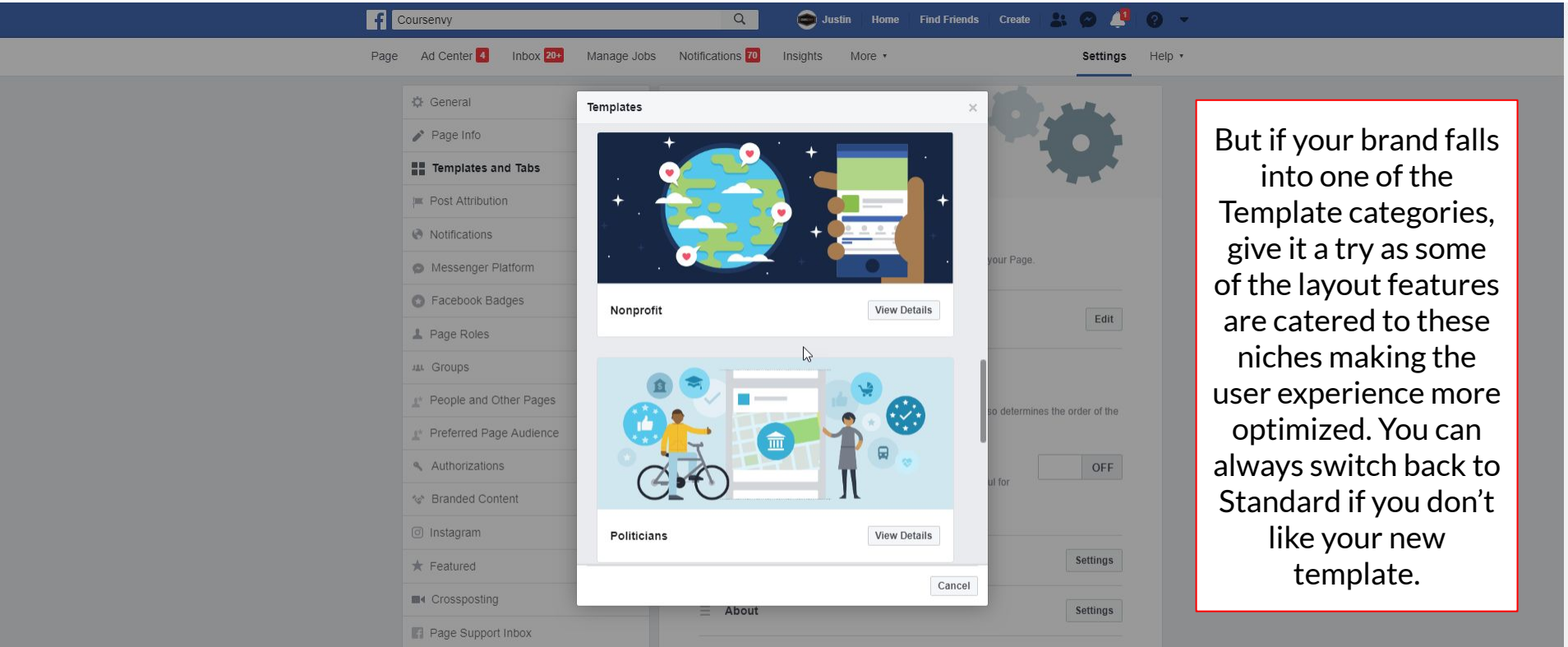
Change Facebook Page Template



Depending on your brand and category, you will be assigned a default Template.

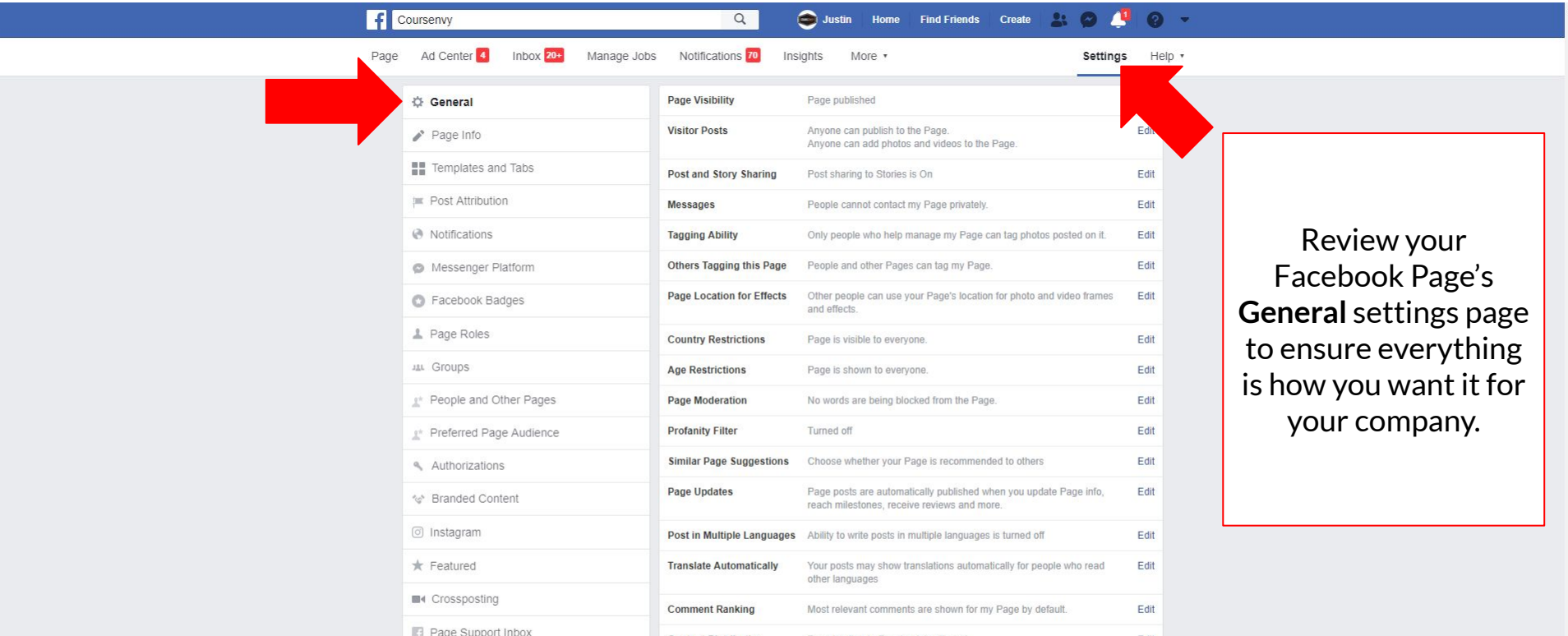
Click the Edit button to see if another Template is more fitting for your company. Most of the time I use **Standard** for my clients.

Change Facebook Page Template

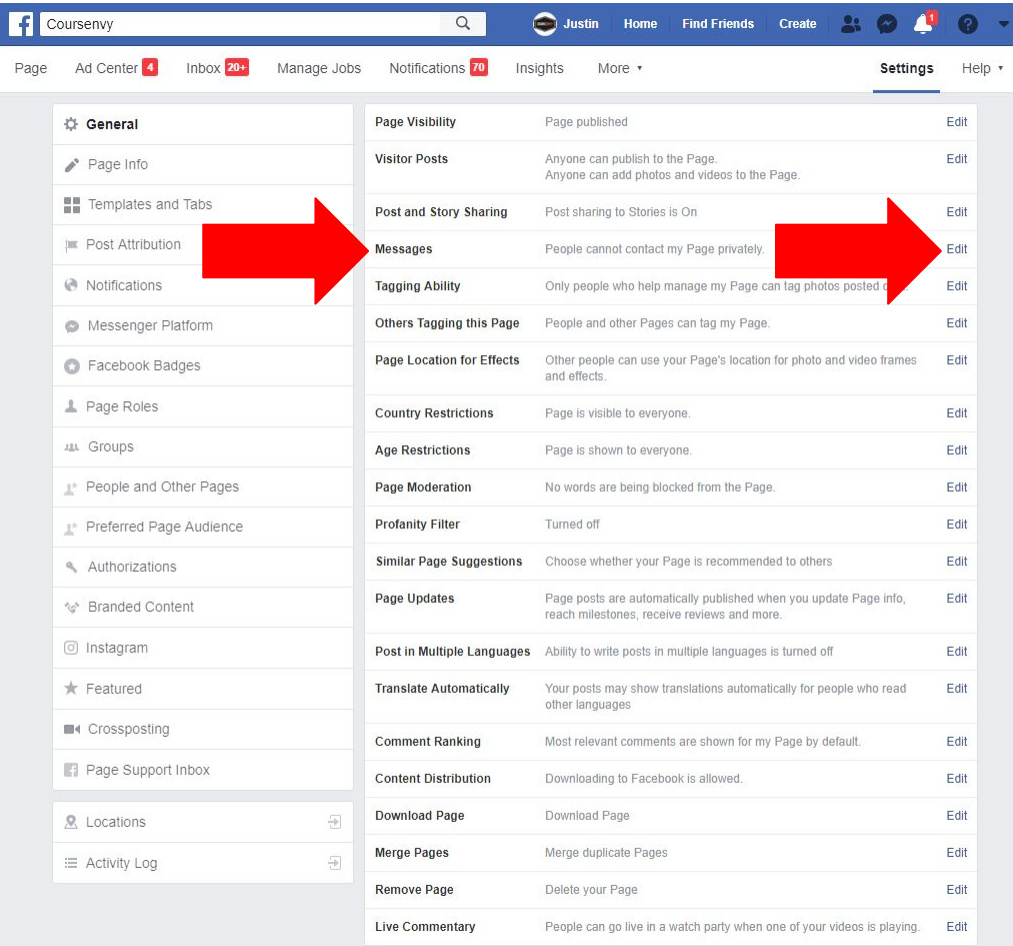


But if your brand falls into one of the Template categories, give it a try as some of the layout features are catered to these niches making the user experience more optimized. You can always switch back to Standard if you don't like your new template.

Facebook Page General Settings

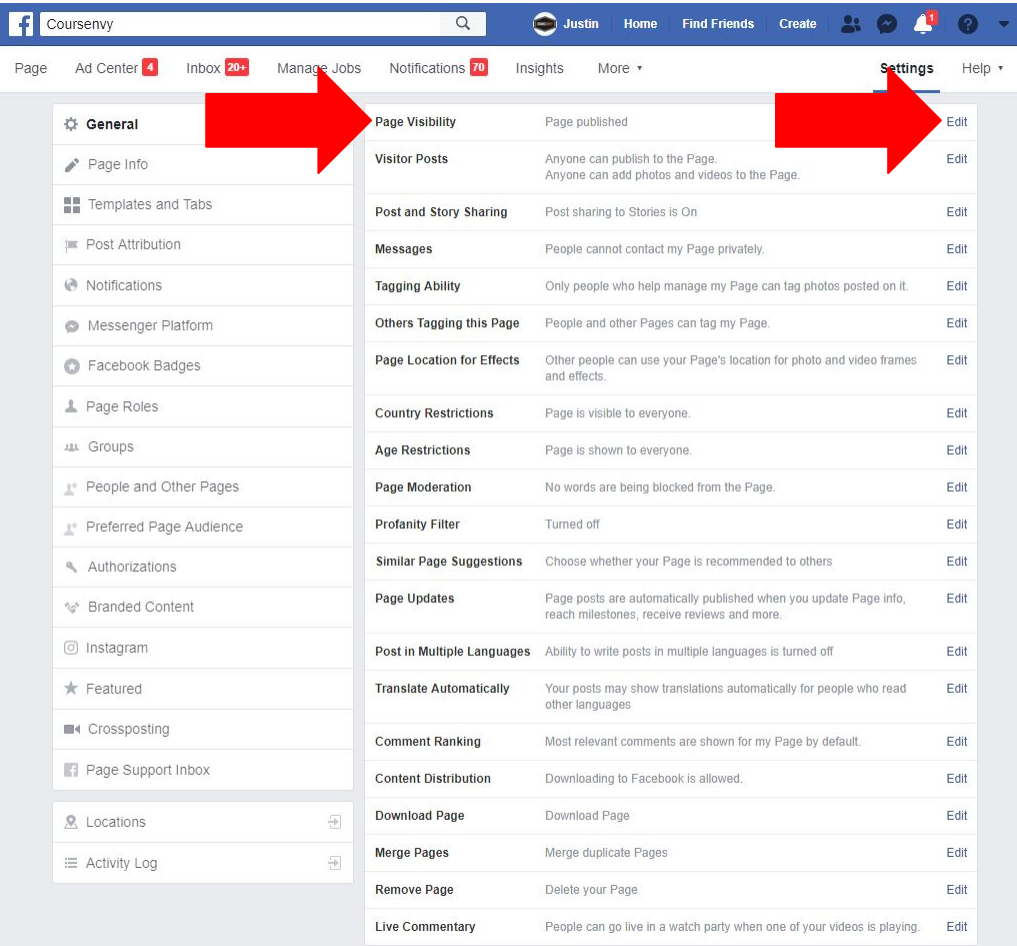


Review your Facebook Page's **General** settings page to ensure everything is how you want it for your company.

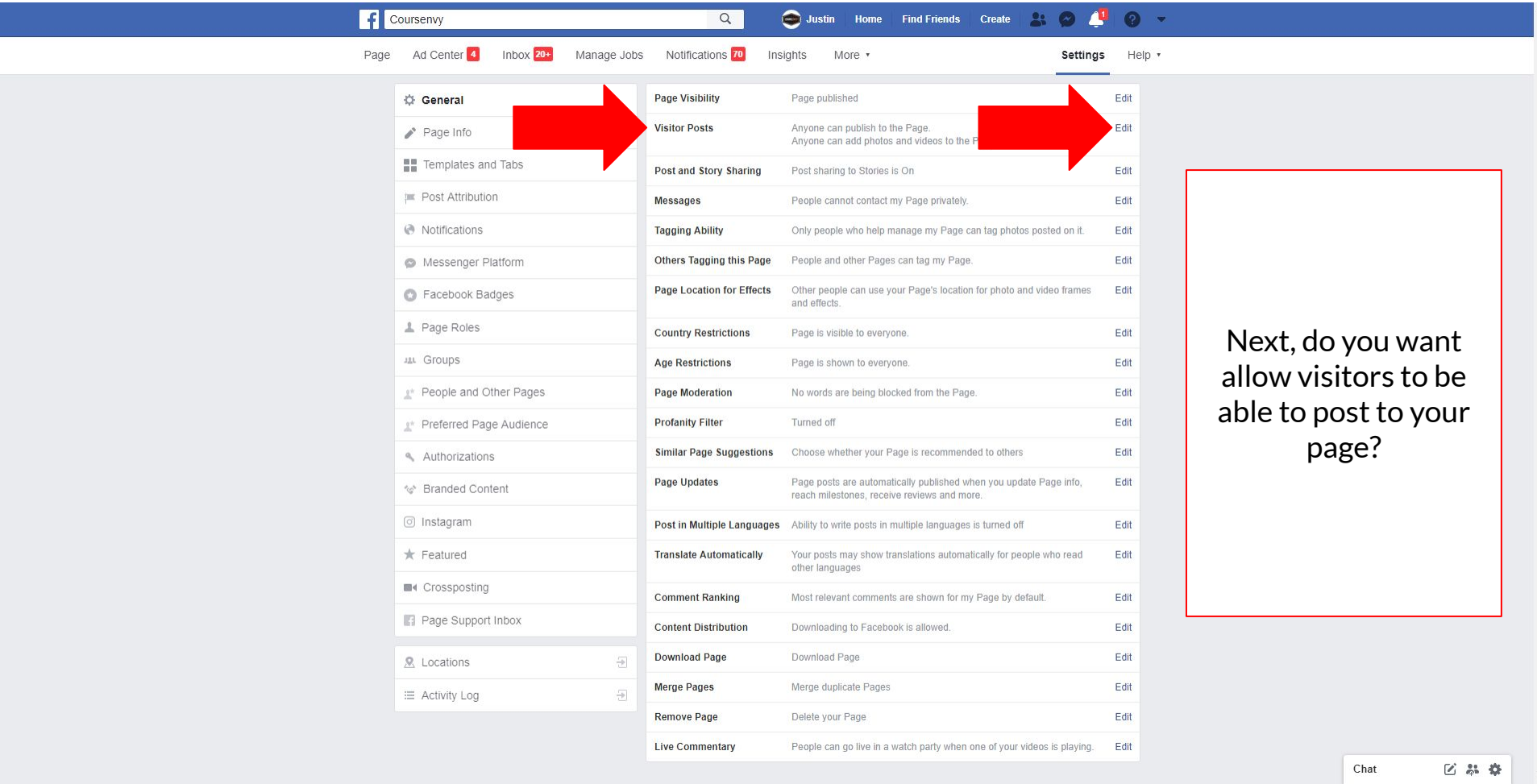


For example, do you want to allow people to **Message** you through the Facebook Page or via Facebook Message Ads?

If so, make sure to "Allow" messaging via this setting.



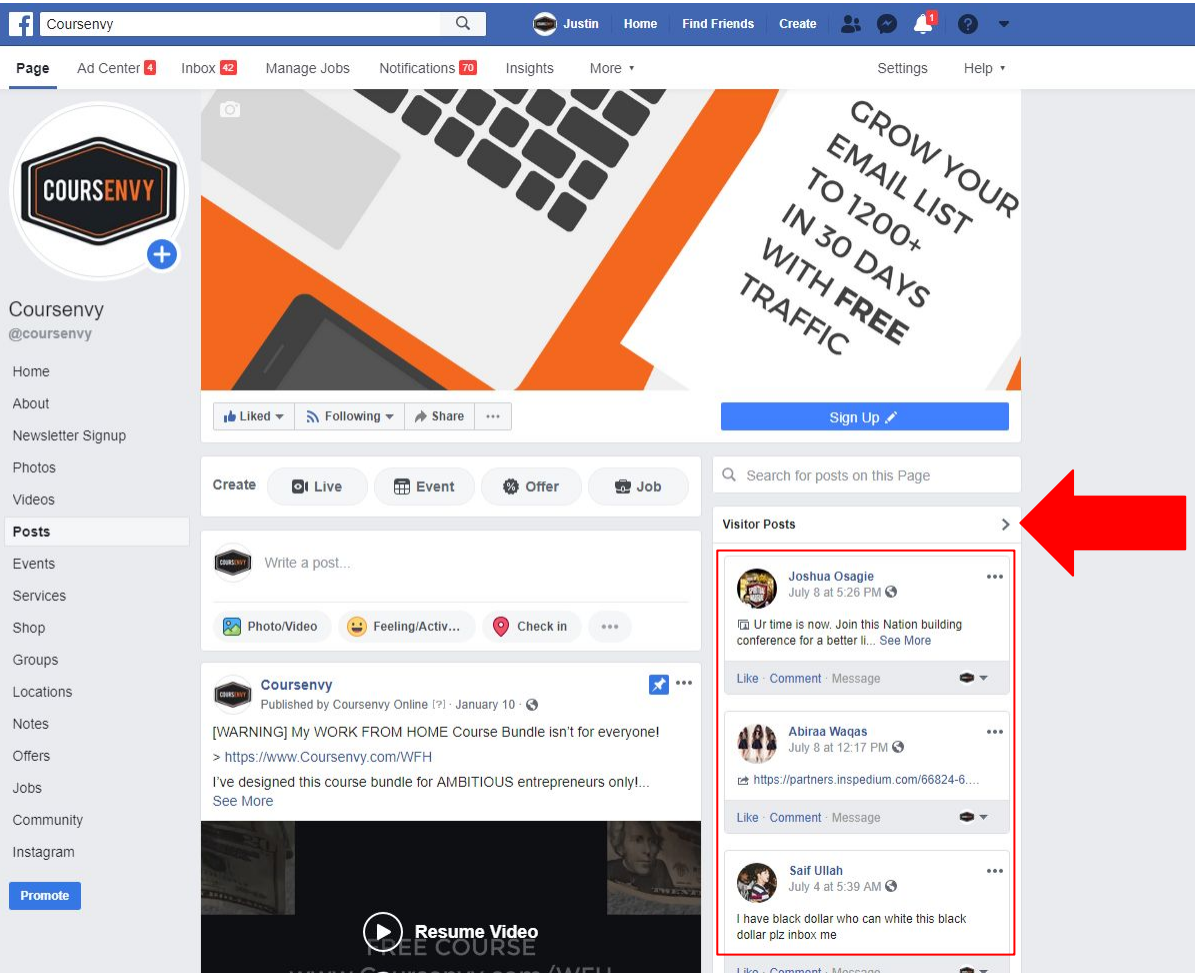
Another one I see many users mistakenly overlook is the **Page Visibility** option. Make sure your page is PUBLISHED!

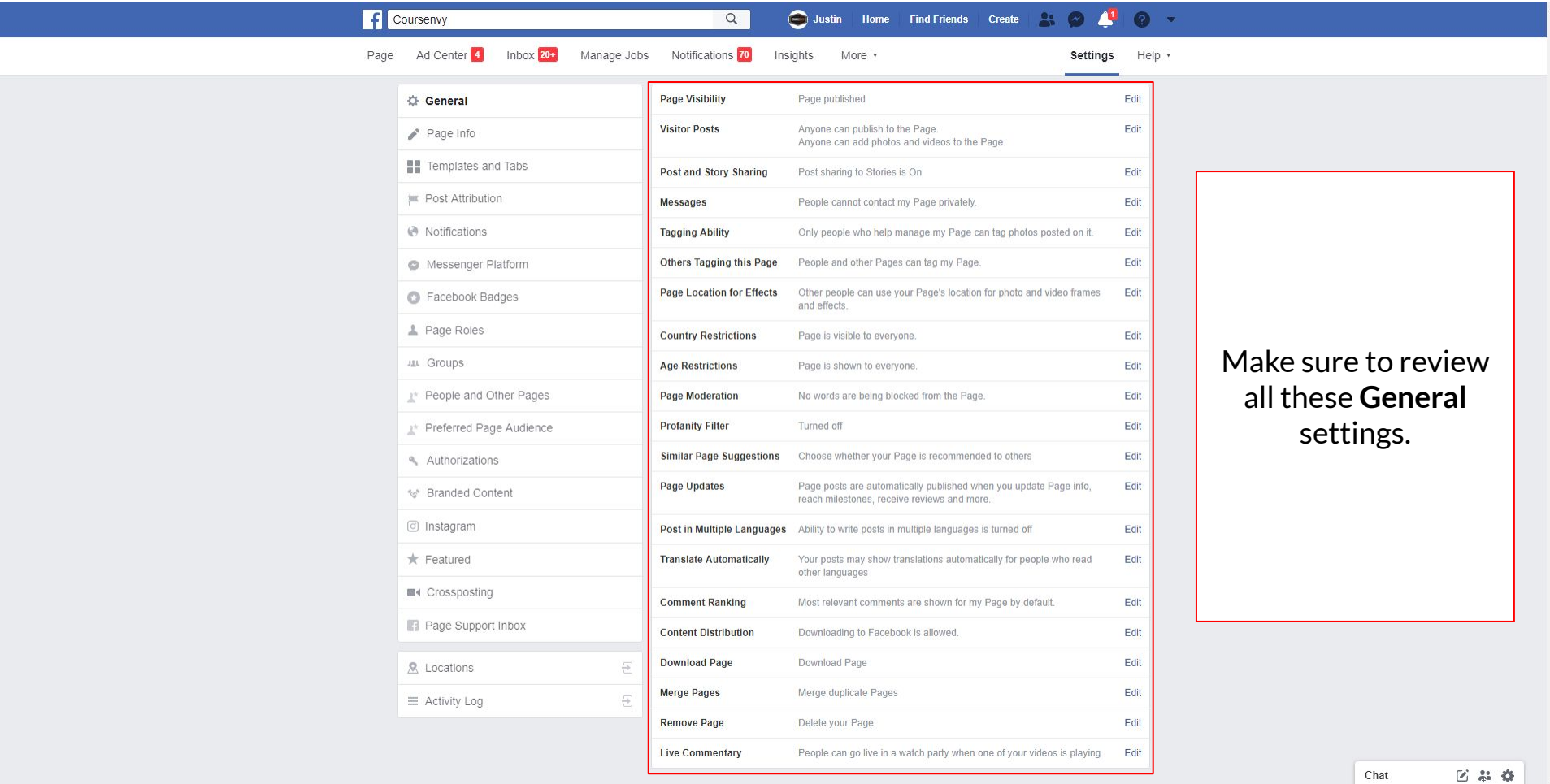


Next, do you want allow visitors to be able to post to your page?

I like to allow **Visitor Posts** as it enables me one more area to engage with users and answer questions, etc.

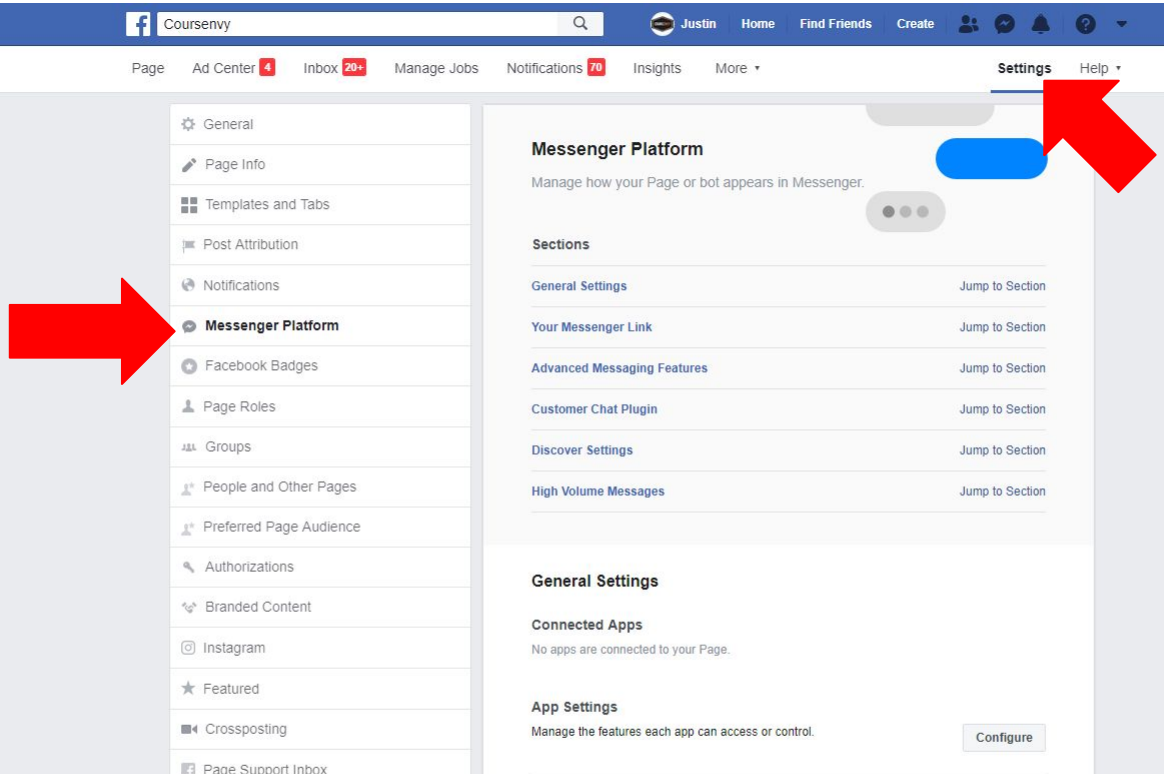
But do note, you need to monitor these closely for spam.





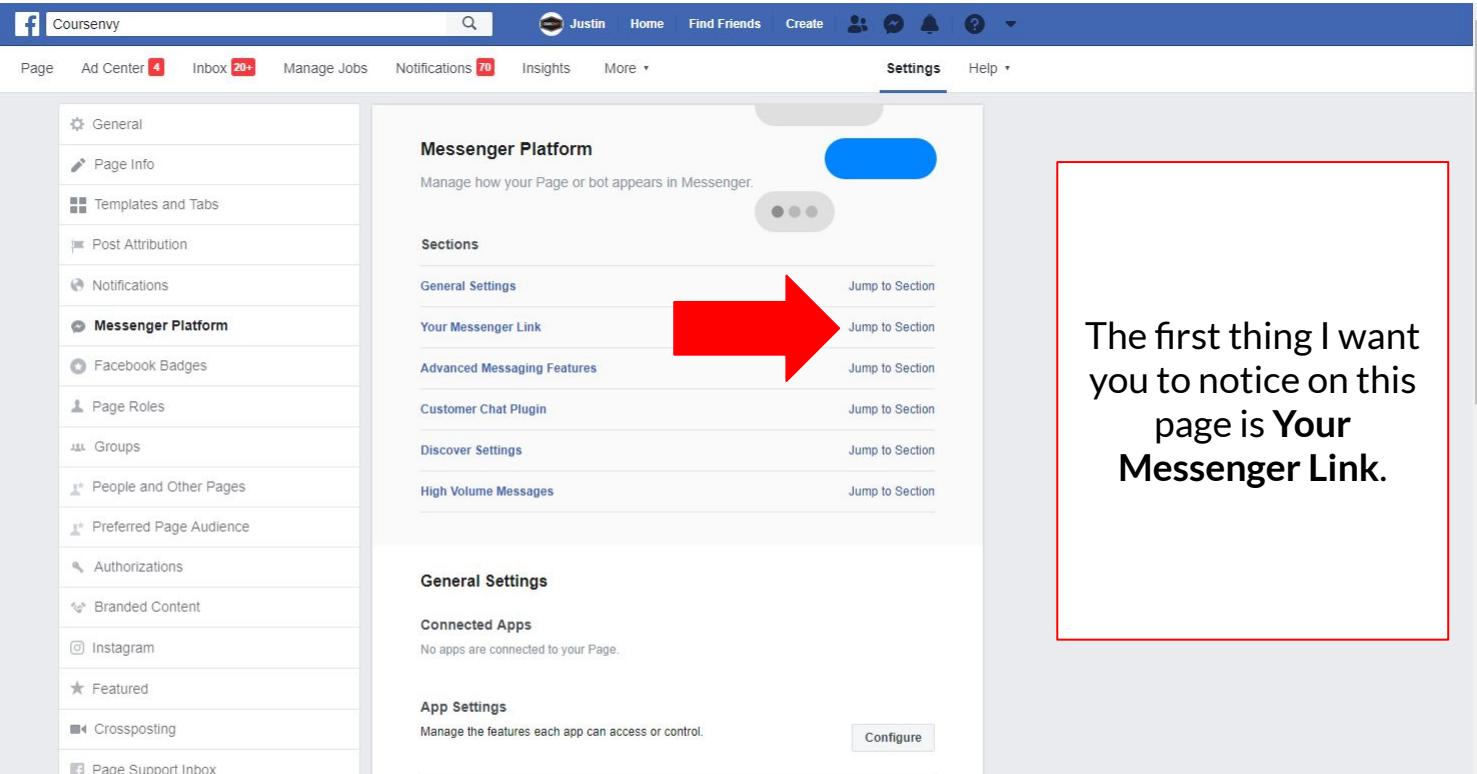
Make sure to review all these **General** settings.

Messenger Platform



Manage how your Page or bot appears in Facebook Messenger via the **Messenger Platform** page.

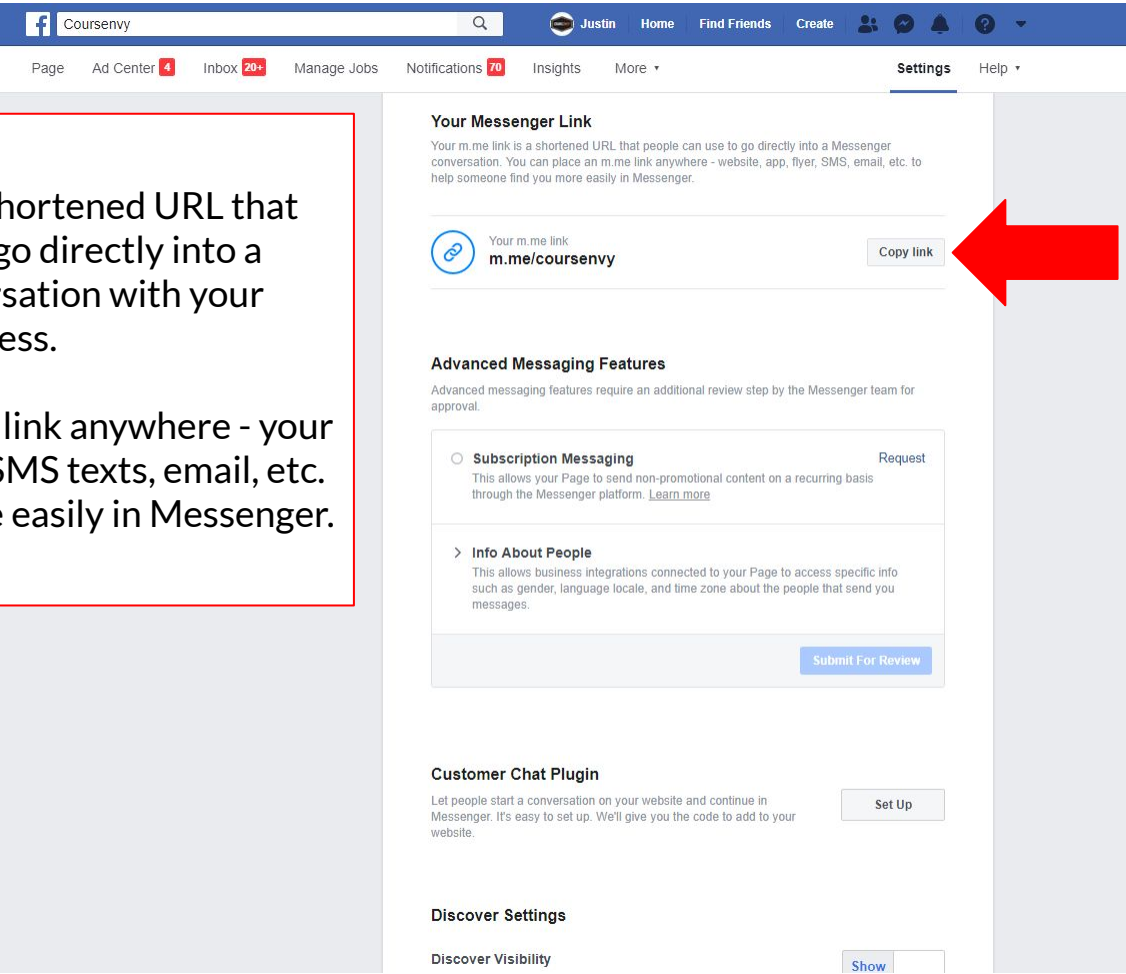
Your Messenger Link

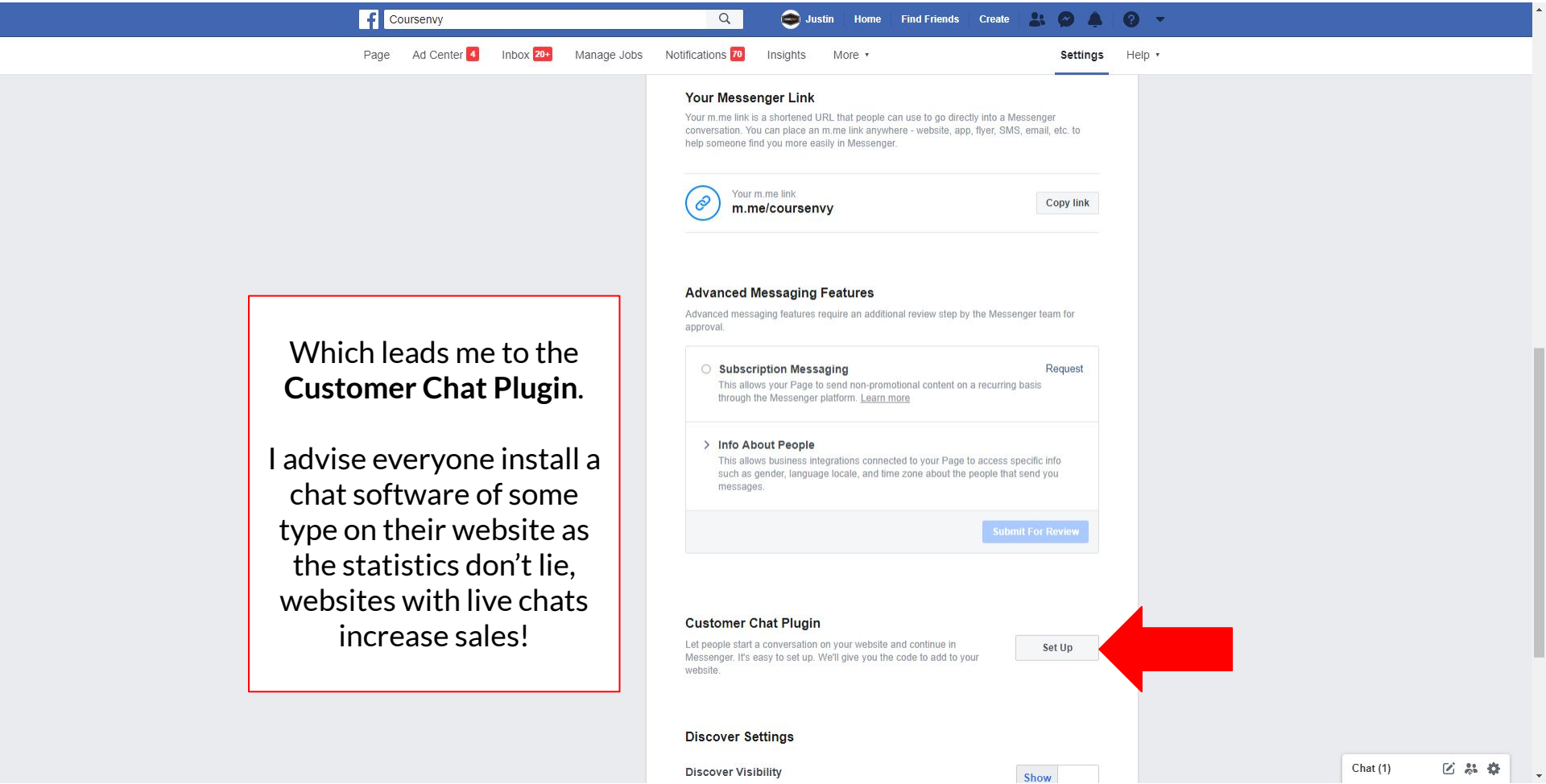


The first thing I want you to notice on this page is **Your Messenger Link**.

Your **m.me link** is a shortened URL that people can use to go directly into a Messenger conversation with your business.

You can place an m.me link anywhere - your website, on a flyer, in SMS texts, email, etc. to help reach you more easily in Messenger.


Coursenvy
Justin
Home
Find Friends
Create
Page
Ad Center 4
Inbox 20+
Manage Jobs
Notifications 70
Insights
More
Settings
Help
Your Messenger Link
Your m.me link is a shortened URL that people can use to go directly into a Messenger conversation. You can place an m.me link anywhere - website, app, flyer, SMS, email, etc. to help someone find you more easily in Messenger.
Your m.me link
m.me/coursenvy
Copy link
Advanced Messaging Features
Advanced messaging features require an additional review step by the Messenger team for approval.
Subscription Messaging
Request
This allows your Page to send non-promotional content on a recurring basis through the Messenger platform. Learn more
Info About People
This allows business integrations connected to your Page to access specific info such as gender, language locale, and time zone about the people that send you messages.
Submit For Review
Customer Chat Plugin
Let people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.
Set Up
Discover Settings
Discover Visibility
Show
Chat (1)


Coursenvy
Justin
Home
Find Friends
Create
Page
Ad Center 4
Inbox 20+
Manage Jobs
Notifications 70
Insights
More
Settings
Help
Your Messenger Link
Your m.me link is a shortened URL that people can use to go directly into a Messenger conversation. You can place an m.me link anywhere - website, app, flyer, SMS, email, etc. to help someone find you more easily in Messenger.
Your m.me link
m.me/coursenvy
Copy link
Advanced Messaging Features
Advanced messaging features require an additional review step by the Messenger team for approval.
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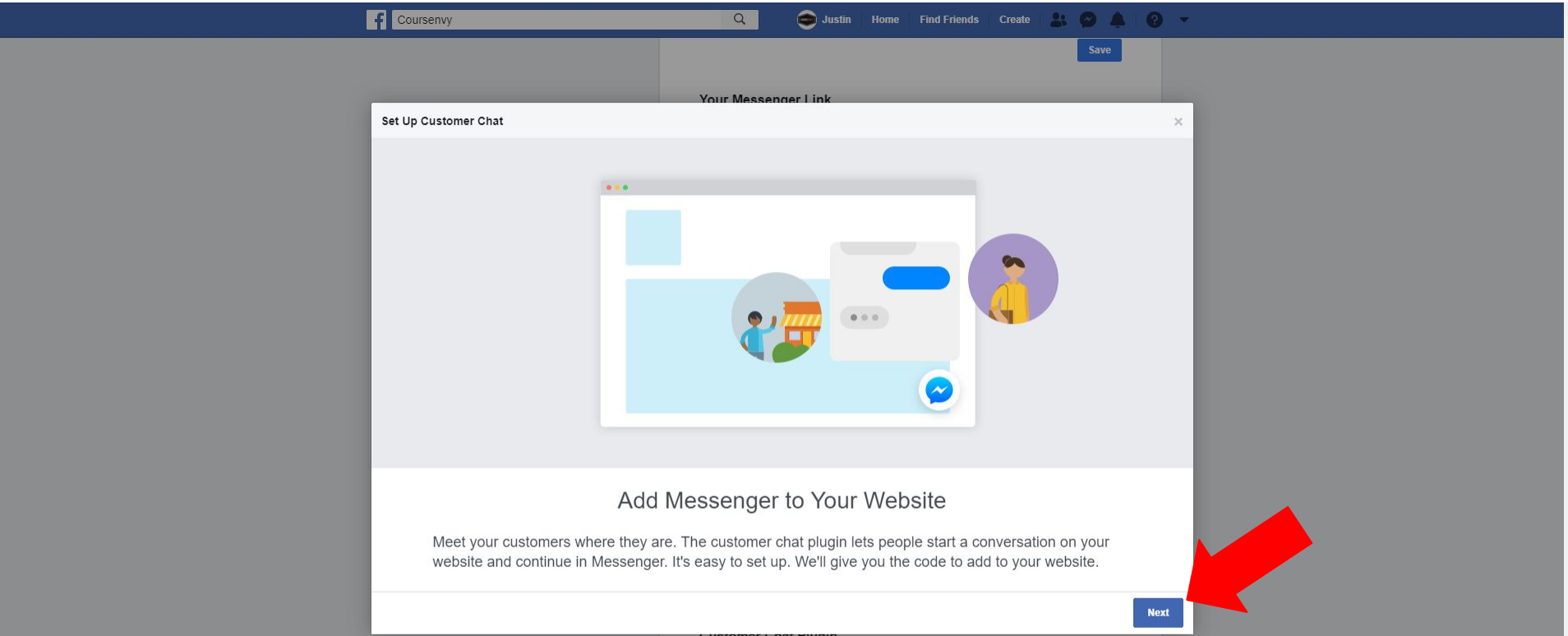
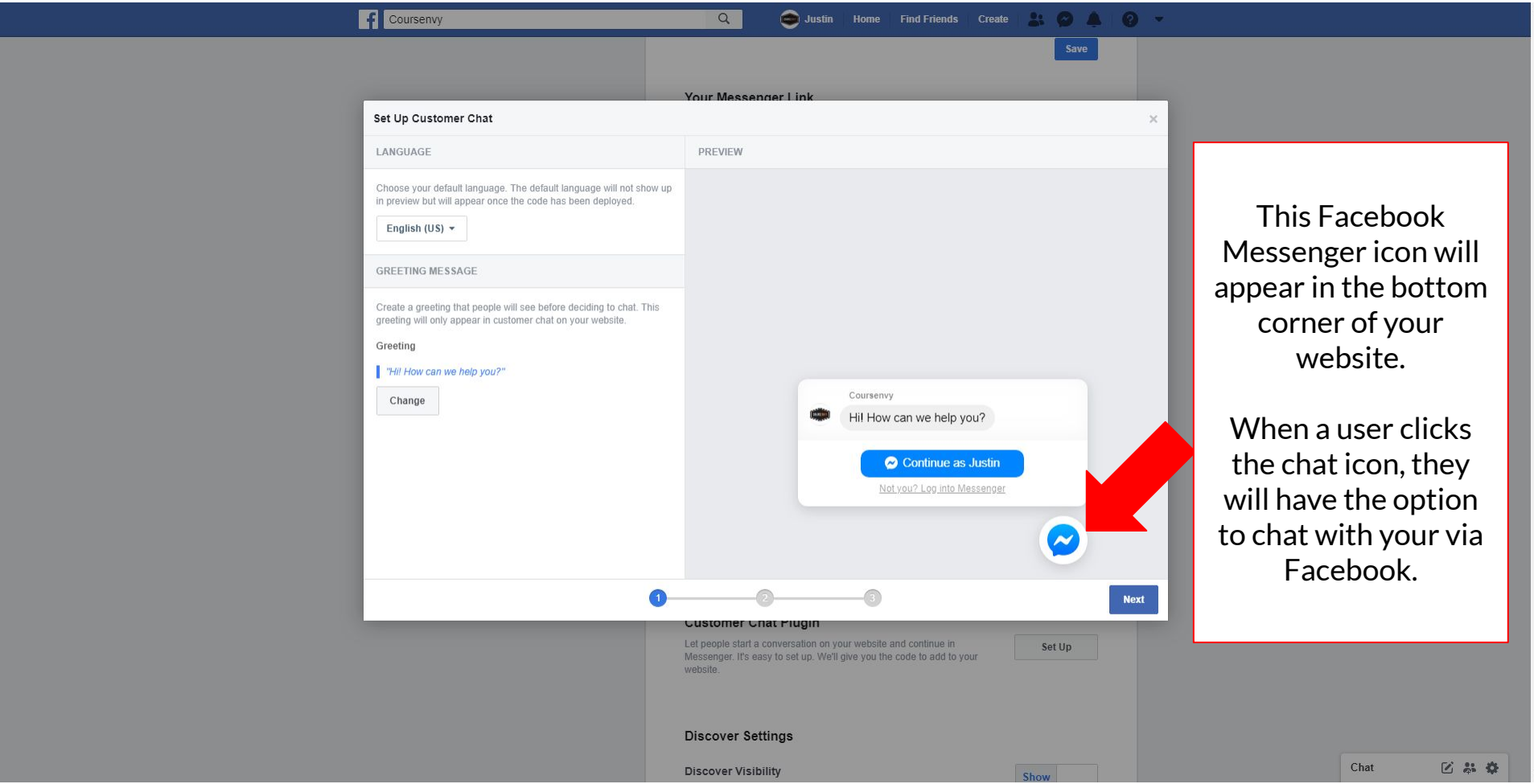
Customer Chat Plugin
Let people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.
Set Up
Discover Settings
Discover Visibility
Show
Chat (1)

Which leads me to the **Customer Chat Plugin**.

I advise everyone install a chat software of some type on their website as the statistics don't lie, websites with live chats increase sales!

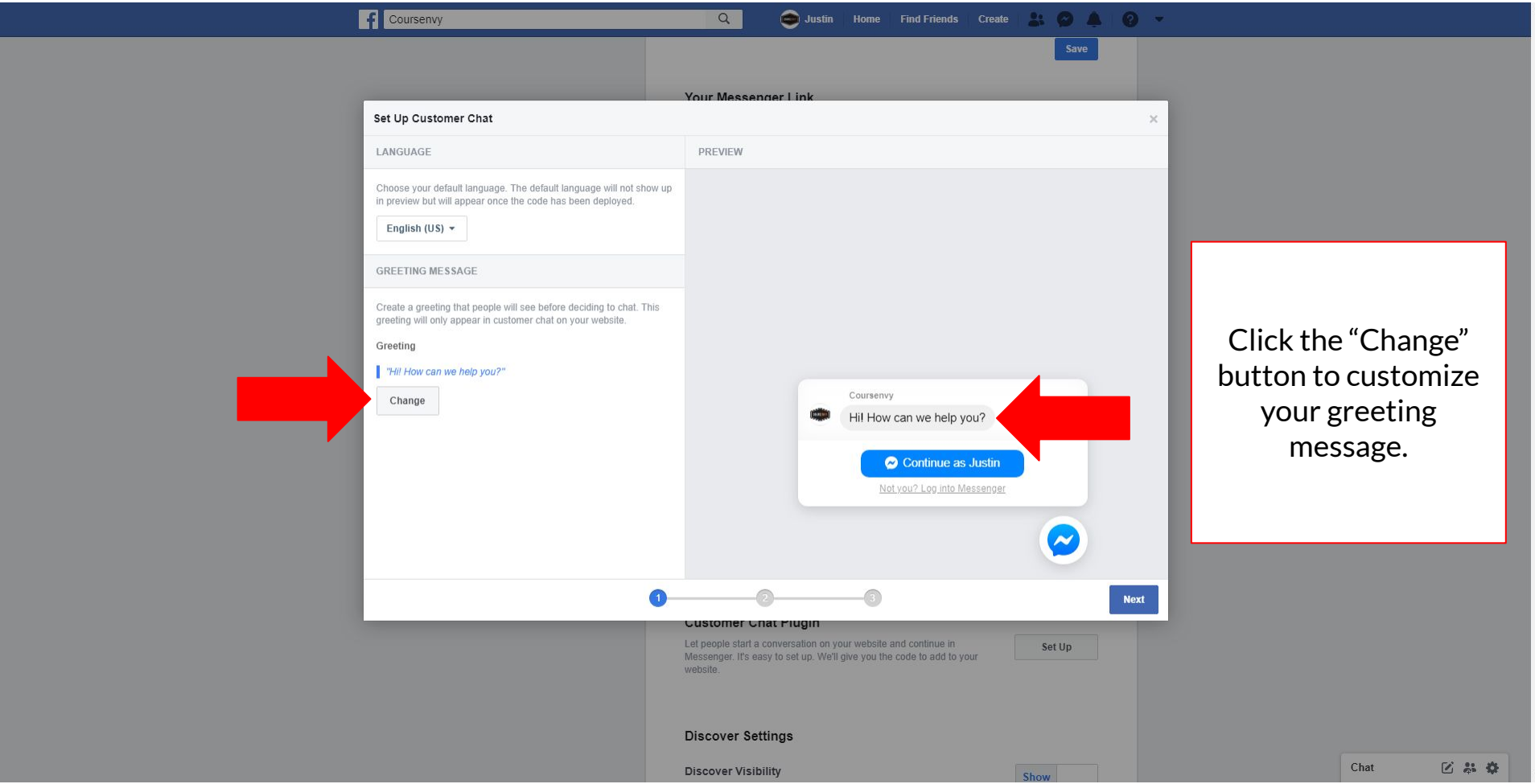
Add Facebook Messenger to Your Website


Coursenvy
Justin
Home
Find Friends
Create
Save
Your Messenger Link
Set Up Customer Chat
Add Messenger to Your Website
Meet your customers where they are. The customer chat plugin lets people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.
Next

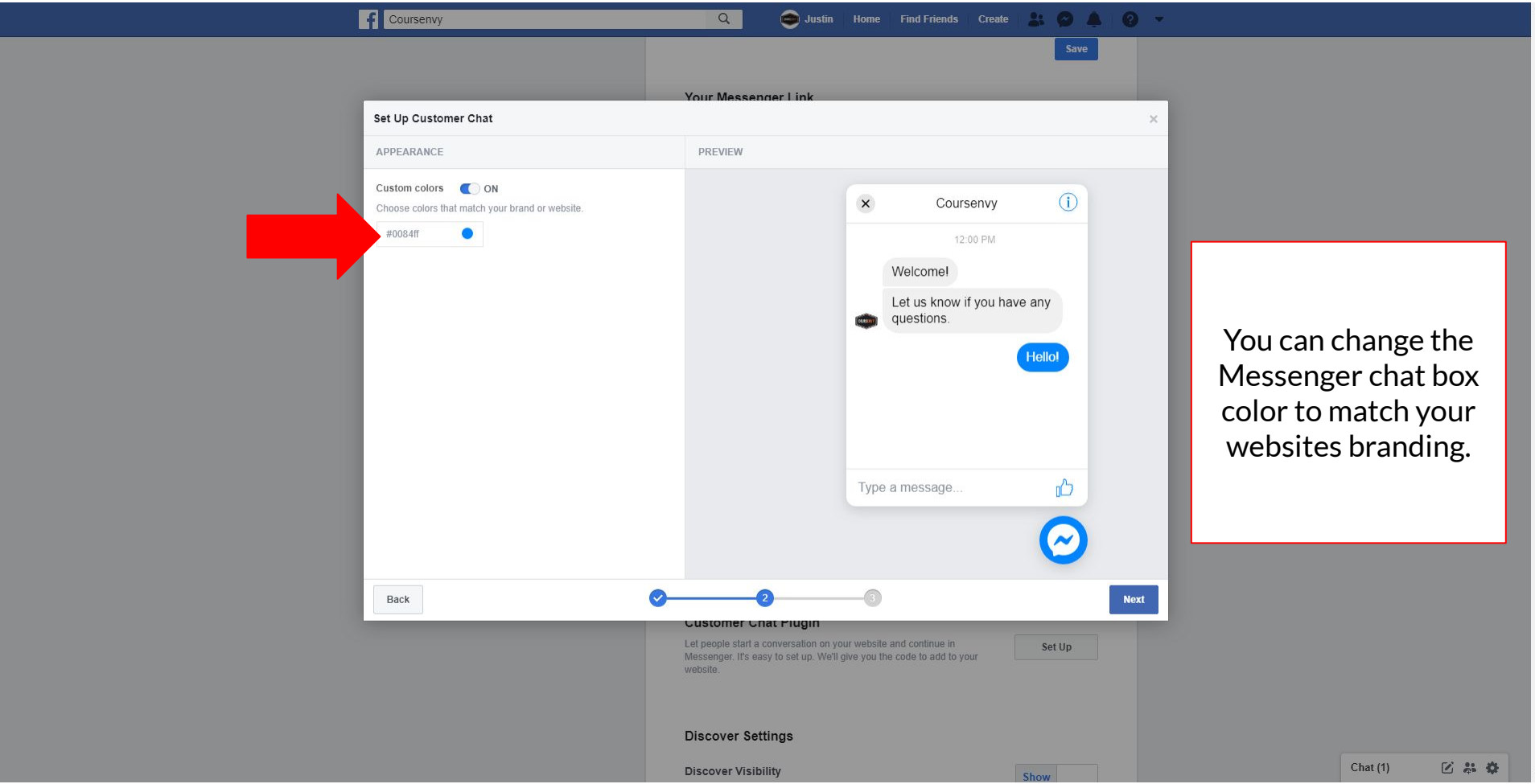

Coursenvy
Justin
Home
Find Friends
Create
Save
Your Messenger Link
Set Up Customer Chat
LANGUAGE
PREVIEW
Choose your default language. The default language will not show up in preview but will appear once the code has been deployed.
English (US)
GREETING MESSAGE
Create a greeting that people will see before deciding to chat. This greeting will only appear in customer chat on your website.
Greeting
"Hi! How can we help you?"
Change
Coursenvy
Hi! How can we help you?
Continue as Justin
Not you? Log into Messenger
1
2
3
Next
Customer Chat Plugin
Let people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.
Set Up
Discover Settings
Discover Visibility
Show
Chat

This Facebook Messenger icon will appear in the bottom corner of your website.

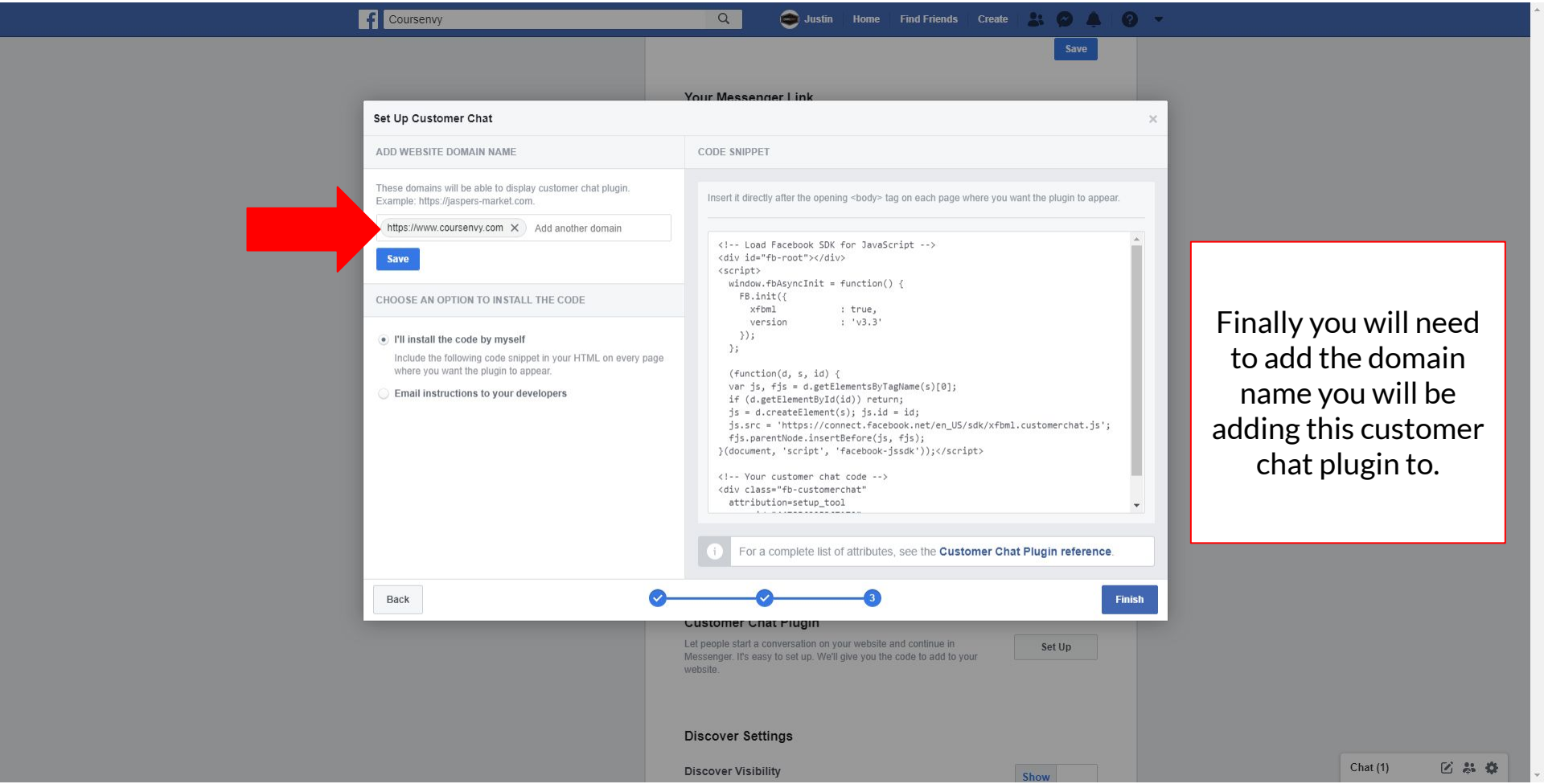
When a user clicks the chat icon, they will have the option to chat with your via Facebook.


Coursenvy
Justin
Home
Find Friends
Create
Save
Your Messenger Link
Set Up Customer Chat
LANGUAGE
PREVIEW
Choose your default language. The default language will not show up in preview but will appear once the code has been deployed.
English (US)
GREETING MESSAGE
Create a greeting that people will see before deciding to chat. This greeting will only appear in customer chat on your website.
Greeting
"Hi! How can we help you?"
Change
Coursenvy
Hi! How can we help you?
Continue as Justin
Not you? Log into Messenger
1
2
3
Next
Customer Chat Plugin
Let people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.
Set Up
Discover Settings
Discover Visibility
Show
Chat

Click the "Change" button to customize your greeting message.

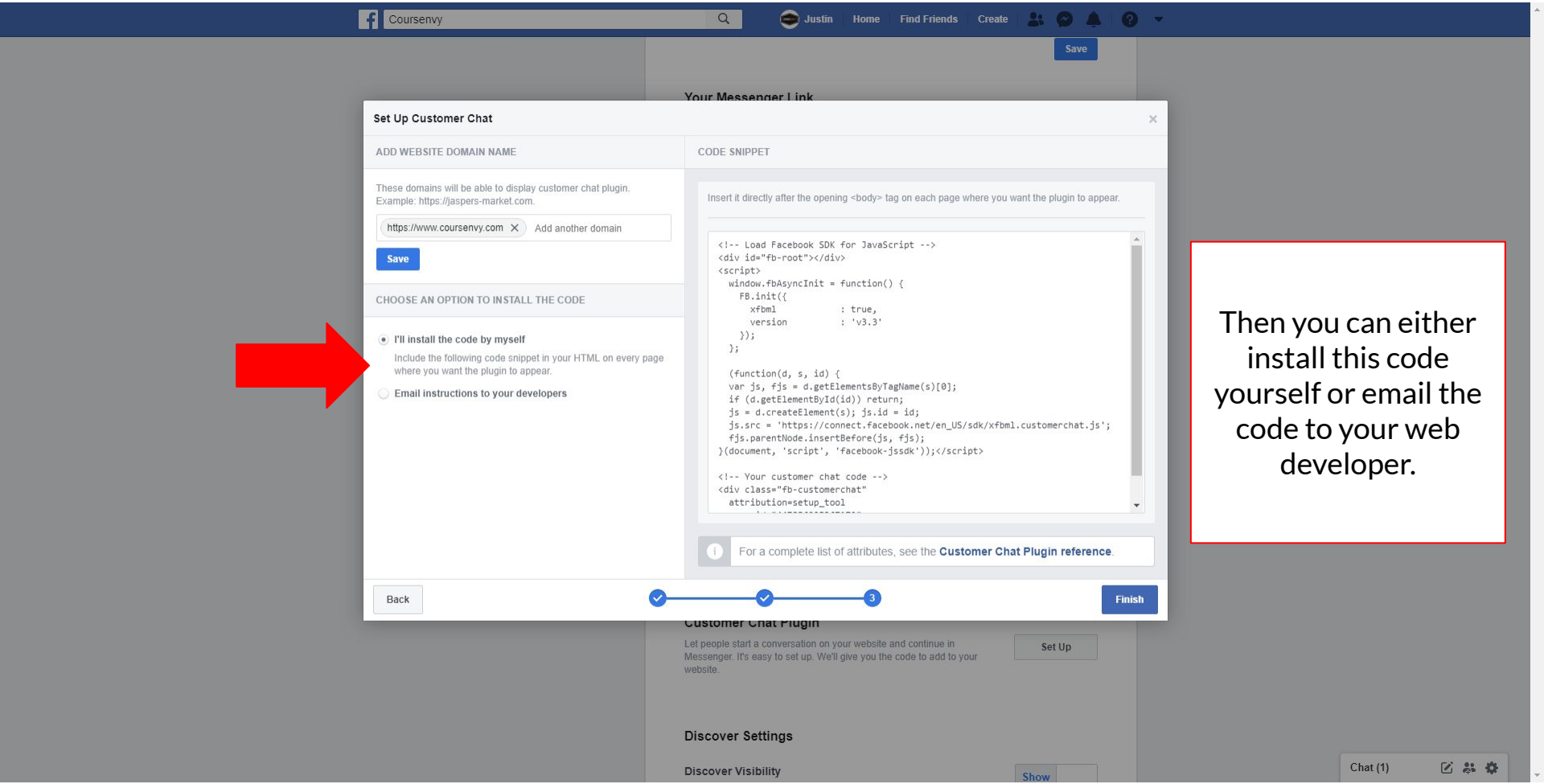


You can change the Messenger chat box color to match your websites branding.


Coursenvy
Justin
Home
Find Friends
Create
Save
Your Messenger Link
Set Up Customer Chat
ADD WEBSITE DOMAIN NAME
These domains will be able to display customer chat plugin.
Example: https://jaspers-market.com.
https://www.coursenvy.com
Add another domain
Save
CHOOSE AN OPTION TO INSTALL THE CODE
I'll install the code by myself
Include the following code snippet in your HTML on every page where you want the plugin to appear.
Email instructions to your developers
CODE SNIPPET
Insert it directly after the opening <body> tag on each page where you want the plugin to appear.
<!-- Load Facebook SDK for JavaScript -->

<script>
window.fbAsyncInit = function() {
FB.init({
xfbml : true,
version : 'v3.3'
});
};
(function(d, s, id) {
var js, fjs = d.getElementsByTagName(s)[0];
if (d.getElementById(id)) return;
js = d.createElement(s); js.id = id;
js.src = 'https://connect.facebook.net/en_US/sdk/xfbml.customerchat.js';
fjs.parentNode.insertBefore(js, fjs);
}(document, 'script', 'facebook-jssdk'));</script>
<!-- Your customer chat code -->
<div class="fb-customerchat"
attribution=setup_tool
For a complete list of attributes, see the Customer Chat Plugin reference.
Back
3
Finish
Customer Chat Plugin
Let people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.
Set Up
Discover Settings
Discover Visibility
Show
Chat (1)

Finally you will need to add the domain name you will be adding this customer chat plugin to.


Coursenvy
Justin
Home
Find Friends
Create
Save
Your Messenger Link
Set Up Customer Chat
ADD WEBSITE DOMAIN NAME
These domains will be able to display customer chat plugin.
Example: https://jaspers-market.com.
https://www.coursenvy.com
Add another domain
Save
CHOOSE AN OPTION TO INSTALL THE CODE
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CODE SNIPPET
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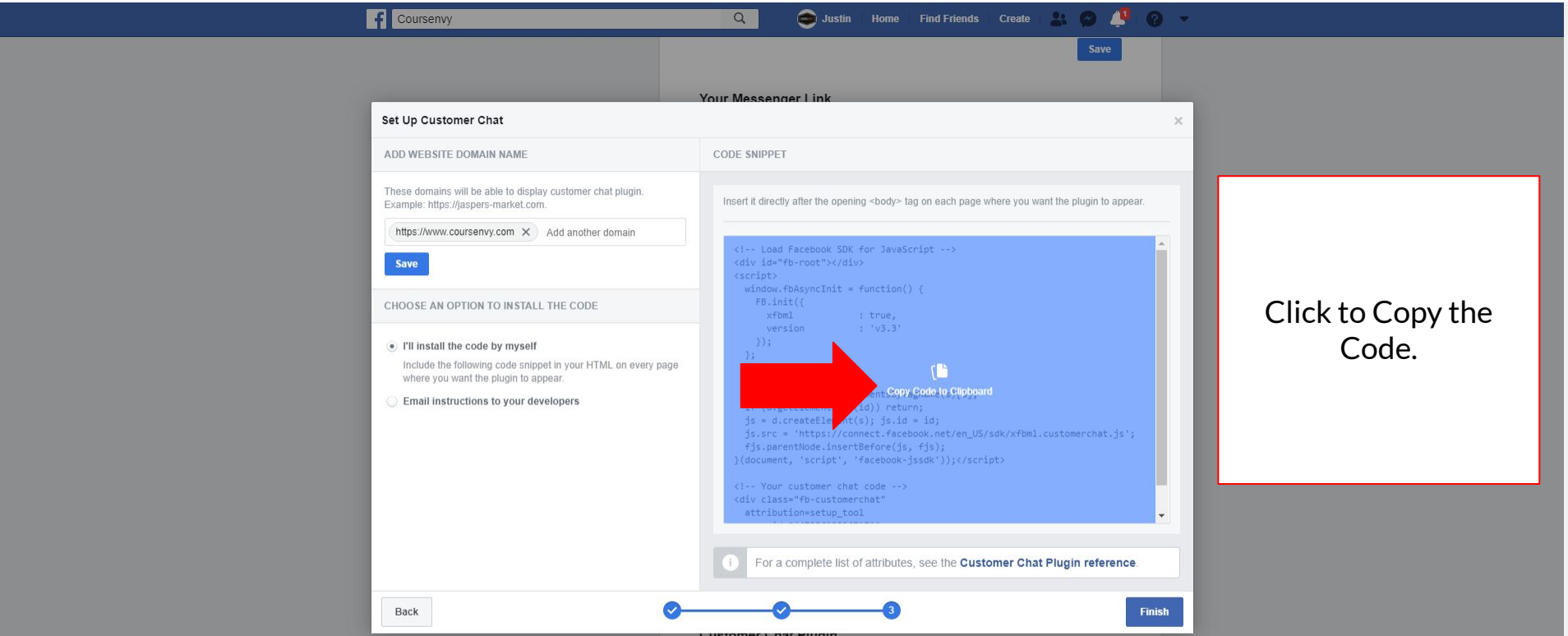
<!-- Load Facebook SDK for JavaScript -->

<script>
window.fbAsyncInit = function() {
FB.init({
xfbml : true,
version : 'v3.3'
});
};
(function(d, s, id) {
var js, fjs = d.getElementsByTagName(s)[0];
if (d.getElementById(id)) return;
js = d.createElement(s); js.id = id;
js.src = 'https://connect.facebook.net/en_US/sdk/xfbml.customerchat.js';
fjs.parentNode.insertBefore(js, fjs);
}(document, 'script', 'facebook-jssdk'));</script>
<!-- Your customer chat code -->
<div class="fb-customerchat"
attribution=setup_tool
For a complete list of attributes, see the Customer Chat Plugin reference.
Back
3
Finish
Customer Chat Plugin
Let people start a conversation on your website and continue in Messenger. It's easy to set up. We'll give you the code to add to your website.
Set Up
Discover Settings
Discover Visibility
Show
Chat (1)

Then you can either install this code yourself or email the code to your web developer.

Install Facebook Messenger on Your Website

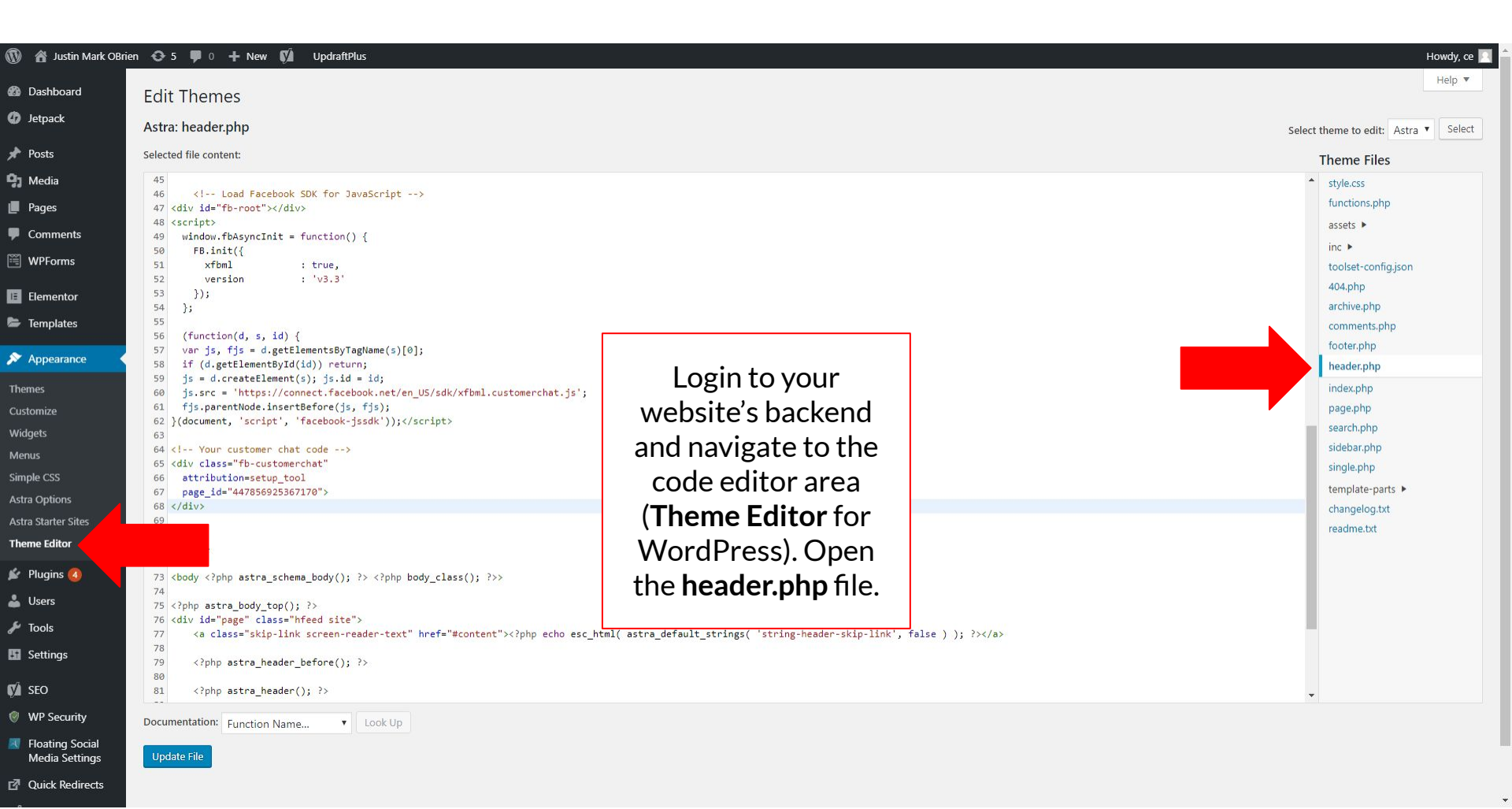


Click to Copy the Code.

Install Facebook Messenger on Your Website

Include the Facebook Messenger code snippet in your HTML on every page where you want the plugin to appear.

A simple way for your chat plugin to appear on every page is to paste this code into your website's header file (*header.php for WordPress*) between the head tags: ***<head> CODE </head>***


Justin Mark OBrien
5
0
New
UpdraftPlus
Howdy, ce
Dashboard
Jetpack
Posts
Media
Pages
Comments
WPForms
Elementor
Templates
Appearance
Themes
Customize
Widgets
Menus
Simple CSS
Astra Options
Astra Starter Sites
Theme Editor
Plugins 4
Users
Tools
Settings
SEO
WP Security
Floating Social Media Settings
Quick Redirects
Edit Themes
Astra: header.php
Selected file content:
Help
Select theme to edit: Astra Select
Theme Files
style.css
functions.php
assets
inc
toolset-config.json
404.php
archive.php
comments.php
footer.php
header.php
index.php
page.php
search.php
sidebar.php
single.php
template-parts
changelog.txt
readme.txt
<!-- Load Facebook SDK for JavaScript -->

<script>
window.fbAsyncInit = function() {
FB.init({
xfbml : true,
version : 'v3.3'
});
};
(function(d, s, id) {
var js, fjs = d.getElementsByTagName(s)[0];
if (d.getElementById(id)) return;
js = d.createElement(s); js.id = id;
js.src = 'https://connect.facebook.net/en_US/sdk/xfbml.customerchat.js';
fjs.parentNode.insertBefore(js, fjs);
}(document, 'script', 'facebook-jssdk'));</script>
<!-- Your customer chat code -->
<div class="fb-customerchat"
attribution=setup_tool
page_id="447856925367170">

<body <?php astra_schema_body(); ?> <?php body_class(); ?>>
<?php astra_body_top(); ?>

<?php echo esc_html(astra_default_strings('string-header-skip-link', false)); ?>
<?php astra_header_before(); ?>
<?php astra_header(); ?>
Documentation: Function Name... Look Up
Update File
Login to your website's backend and navigate to the code editor area (Theme Editor for WordPress). Open the header.php file.

Dashboard
Jetpack
Posts
Media
Pages
Comments
WPForms
Elementor
Templates
Appearance
Themes
Customize
Widgets
Menus
Simple CSS
Astra Options
Astra Starter Sites
Theme Editor
Plugins 4
Users
Tools
Settings
SEO
WP Security
Floating Social Media Settings
Quick Redirects

Edit Themes

Help

Astra: header.php

Select theme to edit: Astra Select

Selected file content:

```
45
46      <!-- Load Facebook SDK for JavaScript -->
47  <div id="fb-root"></div>
48  <script>
49    window.fbAsyncInit = function() {
50      FB.init({
51        xfbml            : true,
52        version          : 'v3.3'
53      });
54    };
55
56    (function(d, s, id) {
57    var js, fjs = d.getElementsByTagName(s)[0];
58    if (d.getElementById(id)) return;
59    js = d.createElement(s); js.id = id;
60    js.src = 'https://connect.facebook.net/en_US/sdk/xfbml.customerchat.js';
61    fjs.parentNode.insertBefore(js, fjs);
62  }(document, 'script', 'facebook-jssdk'));</script>
63
64  <!-- Your customer chat code -->
65  <div class="fb-customerchat"
66    attribution=setup_tool
67    page_id="447856925367170">
68  </div>
69
70
71  </head>
72
73  <body <?php astra_schema_body(); ?> <?php body_class(); ?>>
74
75  <?php astra_body_top(); ?>
76  <div id="page" class="hfeed site">
77      <a class="skip-link screen-reader-text" href="#content"><?php echo esc_html( astra_default_strings( 'string-header-skip-link', false ) ); ?></a>
78
79      <?php astra_header_before(); ?>
80
81      <?php astra_header(); ?>
```

Paste the Facebook Messenger code before the closing head tag ***</head>*** and click update/save.

Theme Files

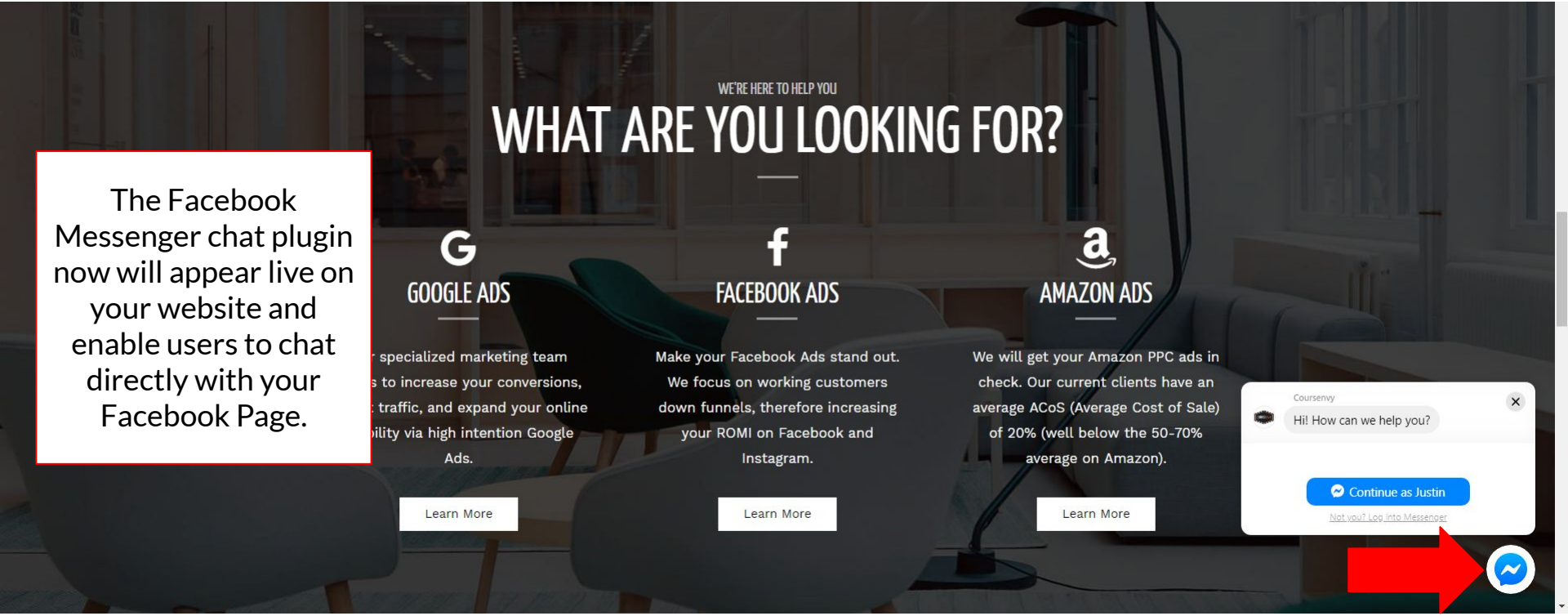
- style.css
- functions.php
- assets ▸
- inc ▸
- toolset-config.json
- 404.php
- archive.php
- comments.php
- footer.php
- header.php
- index.php
- page.php
- search.php
- sidebar.php
- single.php
- template-parts ▸
- changelog.txt
- readme.txt

Documentation: Function Name... Look Up

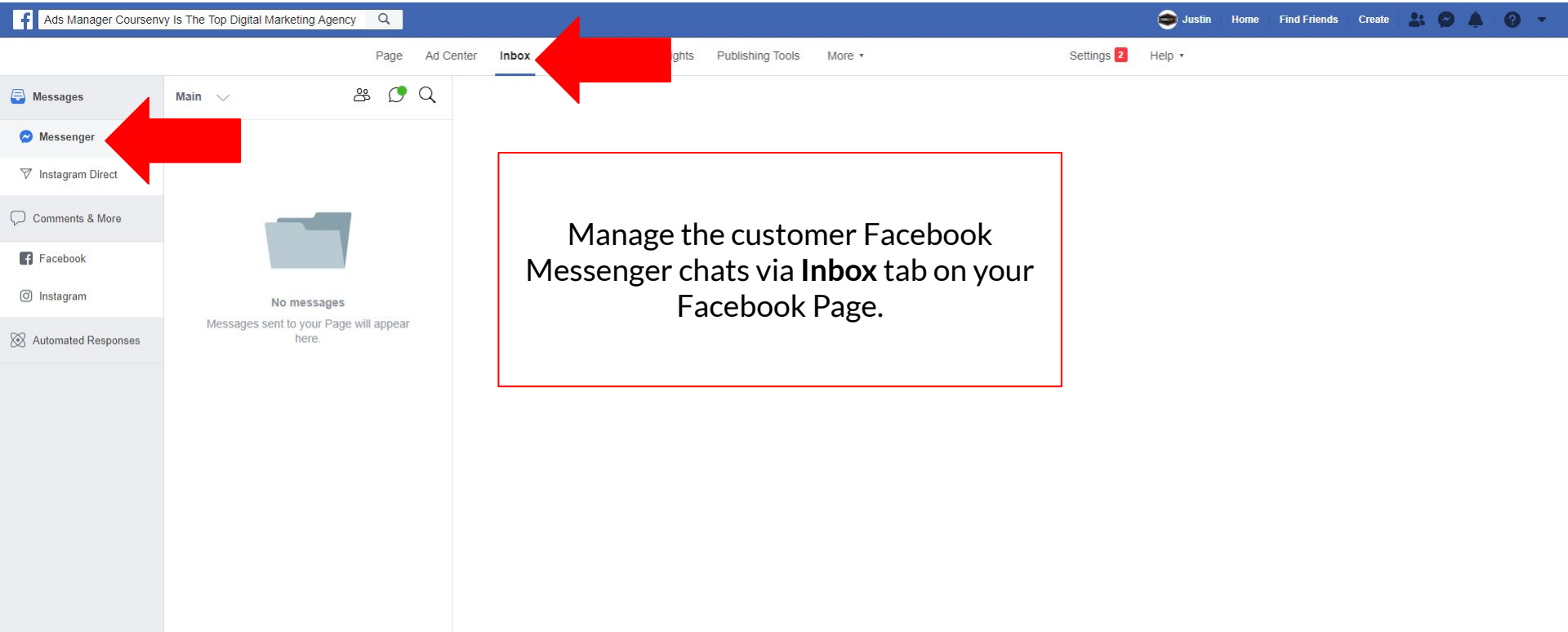
Update File

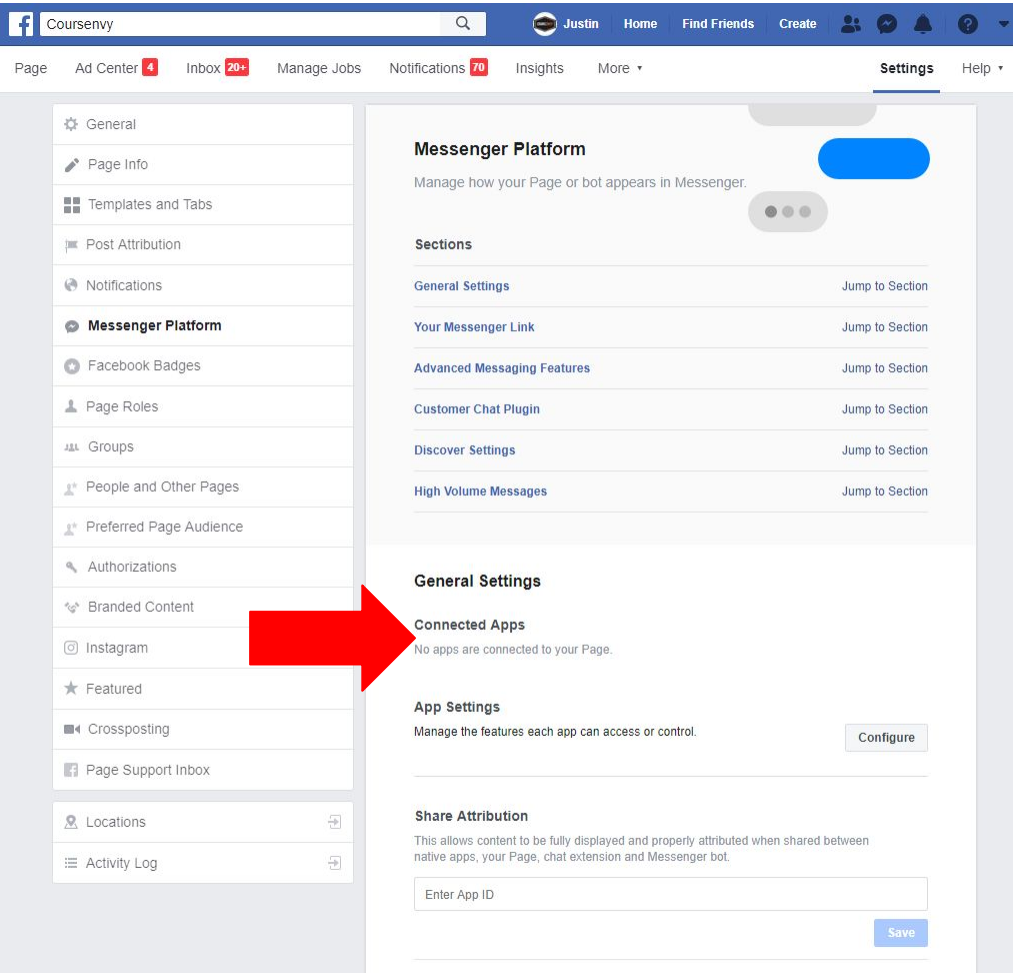
Install Facebook Messenger on Your Website

The Facebook Messenger chat plugin now will appear live on your website and enable users to chat directly with your Facebook Page.


WE'RE HERE TO HELP YOU
WHAT ARE YOU LOOKING FOR?
GOOGLE ADS
specialized marketing team
to increase your conversions,
traffic, and expand your online
bility via high intention Google
Ads.
Learn More
FACEBOOK ADS
Make your Facebook Ads stand out. We focus on working customers down funnels, therefore increasing your ROMI on Facebook and Instagram.
Learn More
AMAZON ADS
We will get your Amazon PPC ads in check. Our current clients have an average ACoS (Average Cost of Sale) of 20% (well below the 50-70% average on Amazon).
Learn More
Coursenvy
Hi! How can we help you?
Continue as Justin
Not you? Log into Messenger

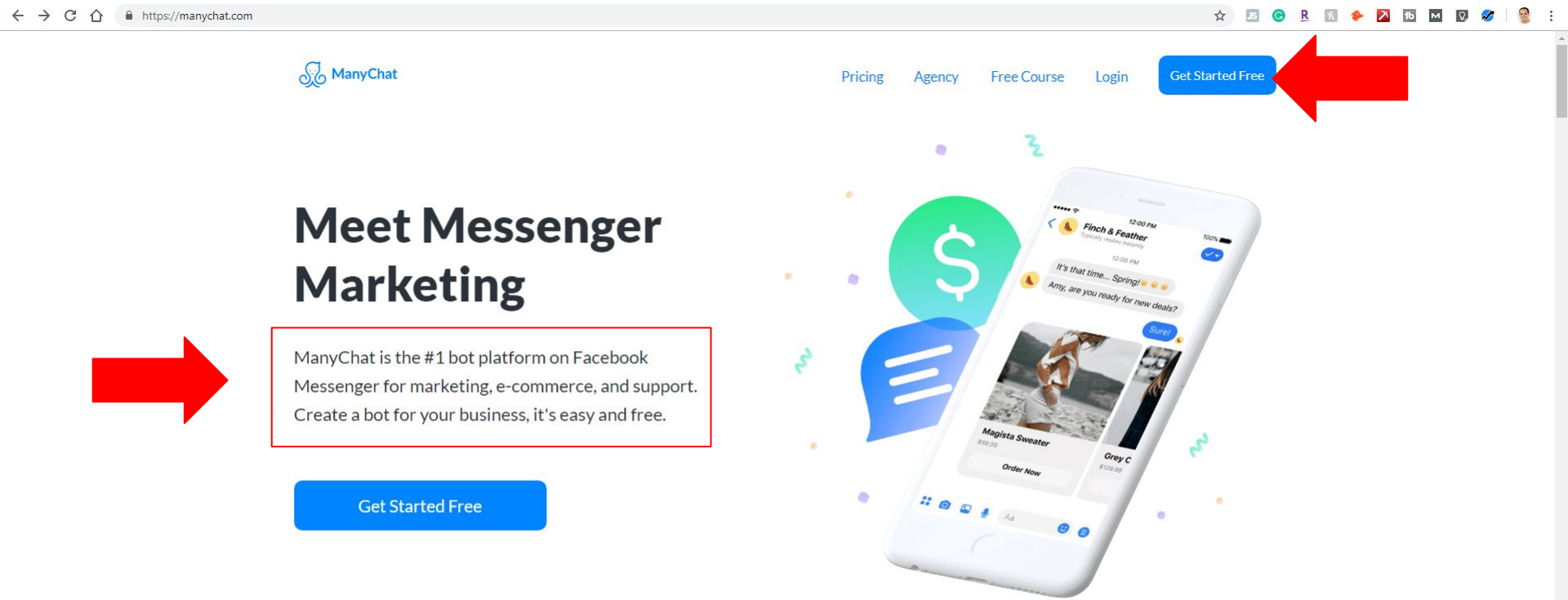
Facebook Page Inbox





If you don't have a dedicated customer service employee for responding to your Facebook Messenger chats, I suggest you install a Messenger bot to help with your FAQ replies.

Messenger Bot - ManyChat.com



ManyChat

Connect Facebook account

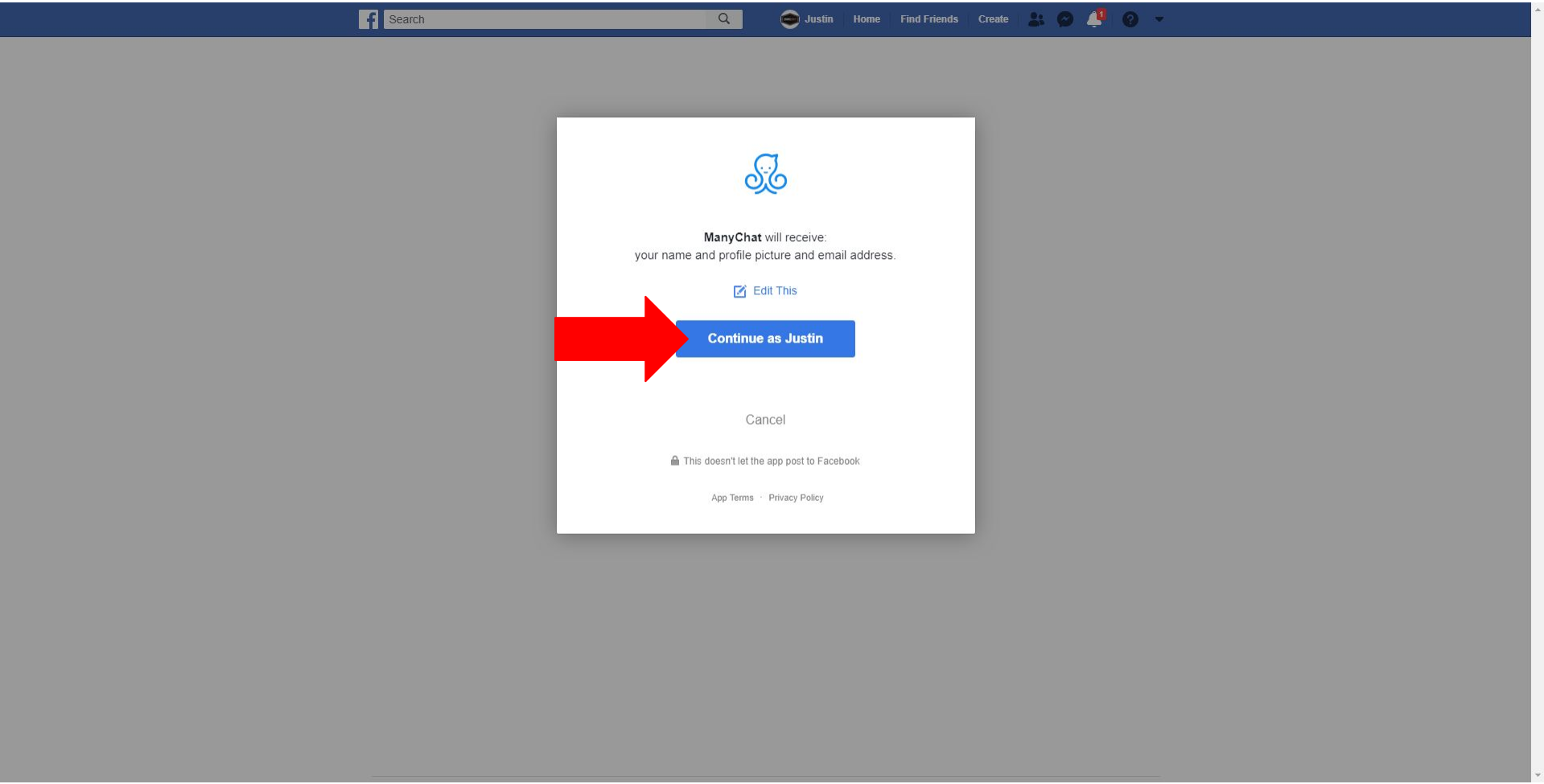
Sign In with Facebook to create your first bot

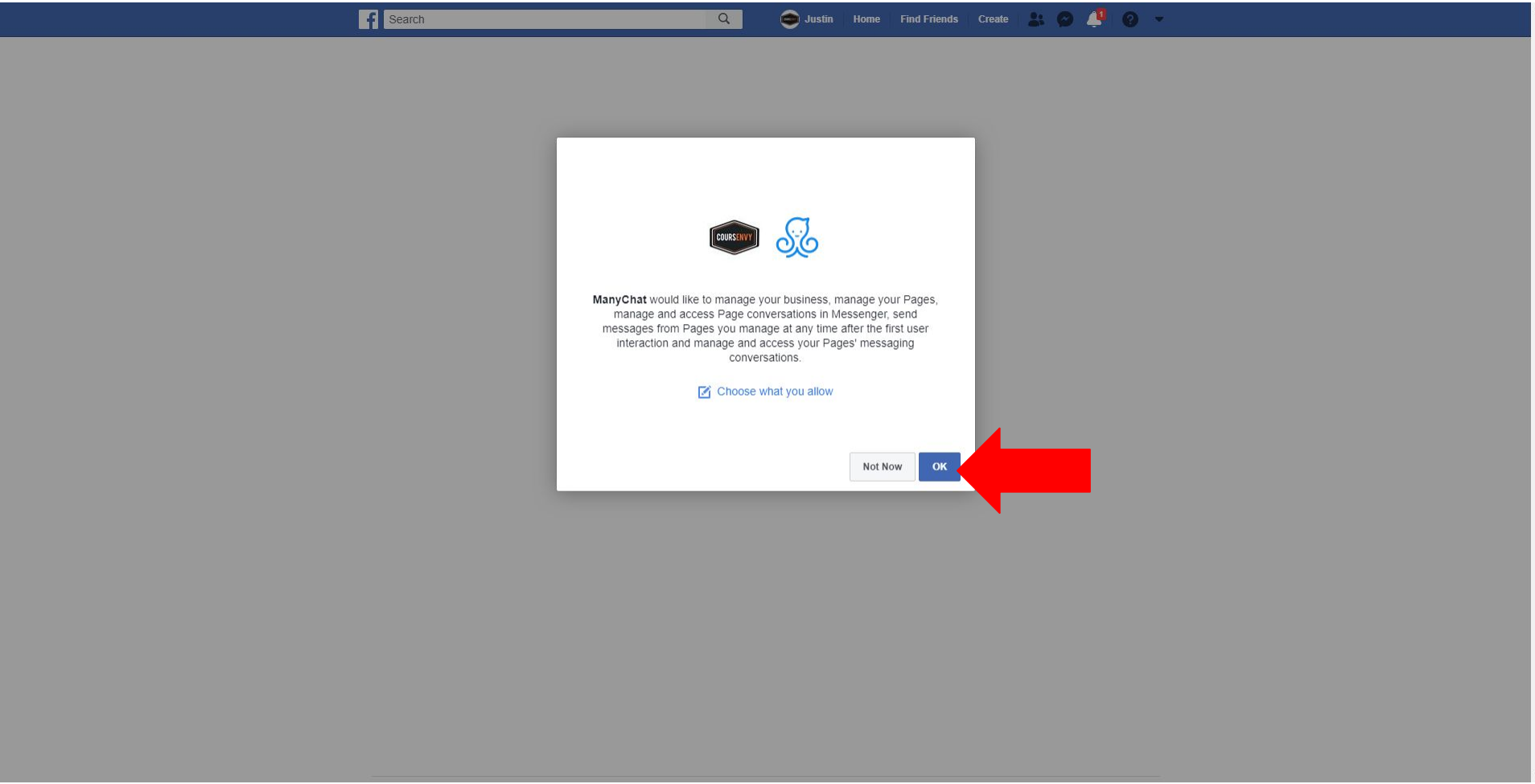
Sign In With Facebook

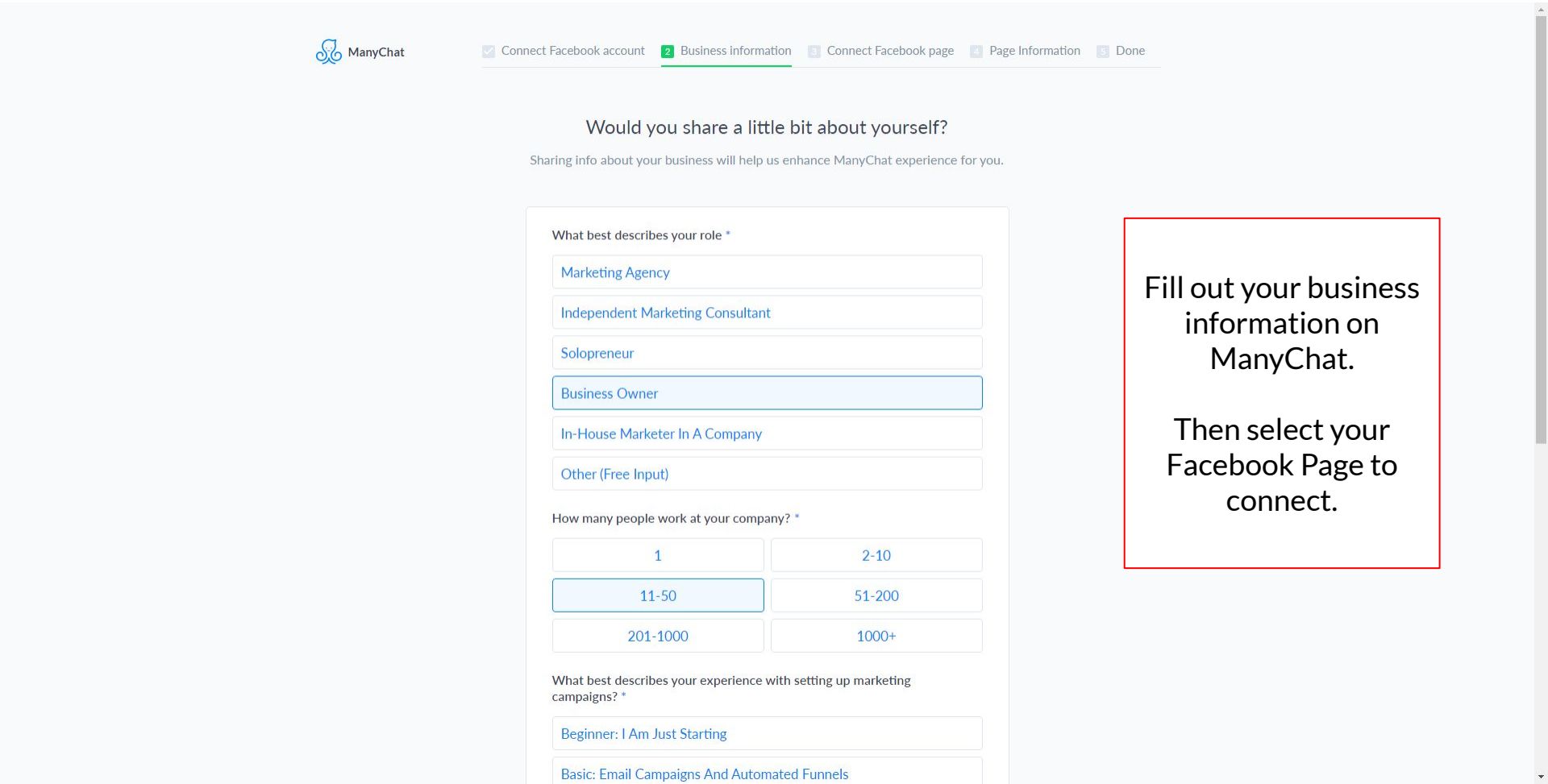
I agree to ManyChat's Terms of Service and Privacy Policy

What's coming next?

We'll need some permissions to manage your Page's messages to automate your replies. That will open Facebook but don't worry! You will be back right after granting all requested permissions.


Search
Justin
Home
Find Friends
Create
ManyChat will receive:
your name and profile picture and email address.
Edit This
Continue as Justin
Cancel
This doesn't let the app post to Facebook
App Terms · Privacy Policy

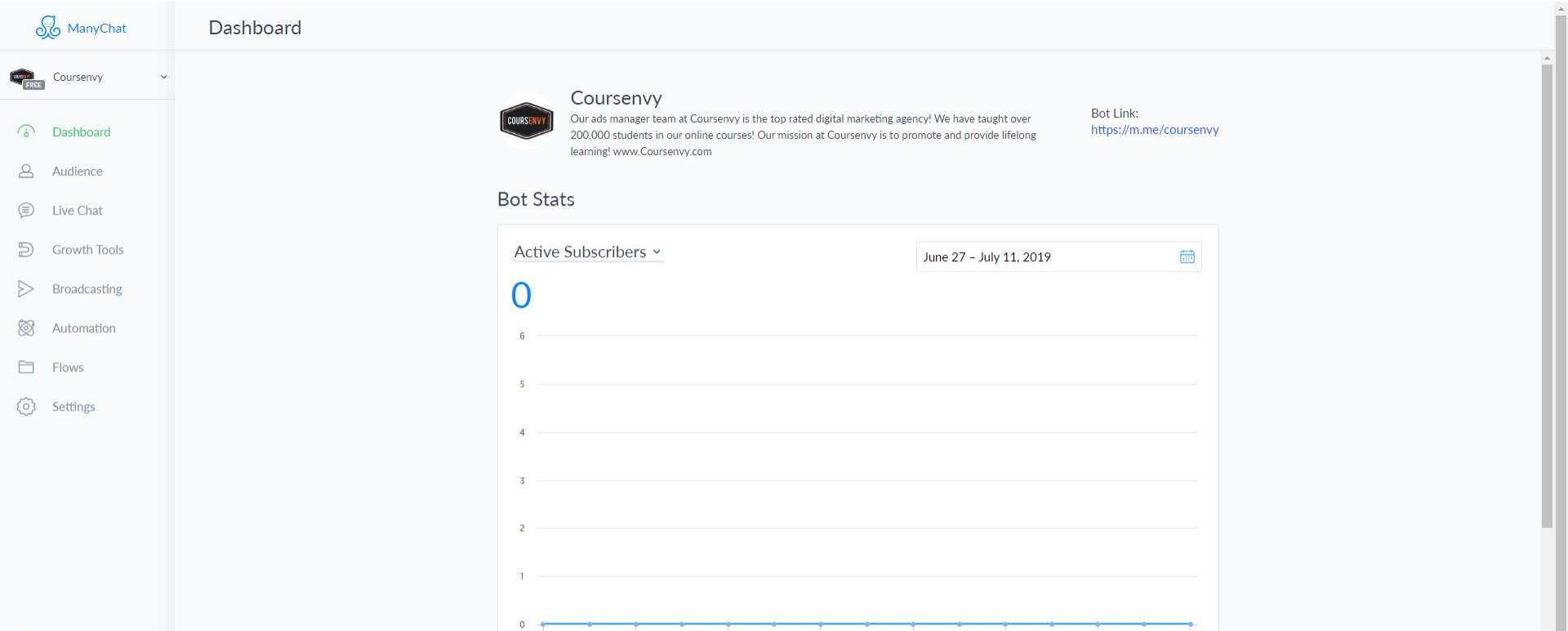

Search
Justin
Home
Find Friends
Create
ManyChat would like to manage your business, manage your Pages, manage and access Page conversations in Messenger, send messages from Pages you manage at any time after the first user interaction and manage and access your Pages' messaging conversations.
Choose what you allow
Not Now
OK

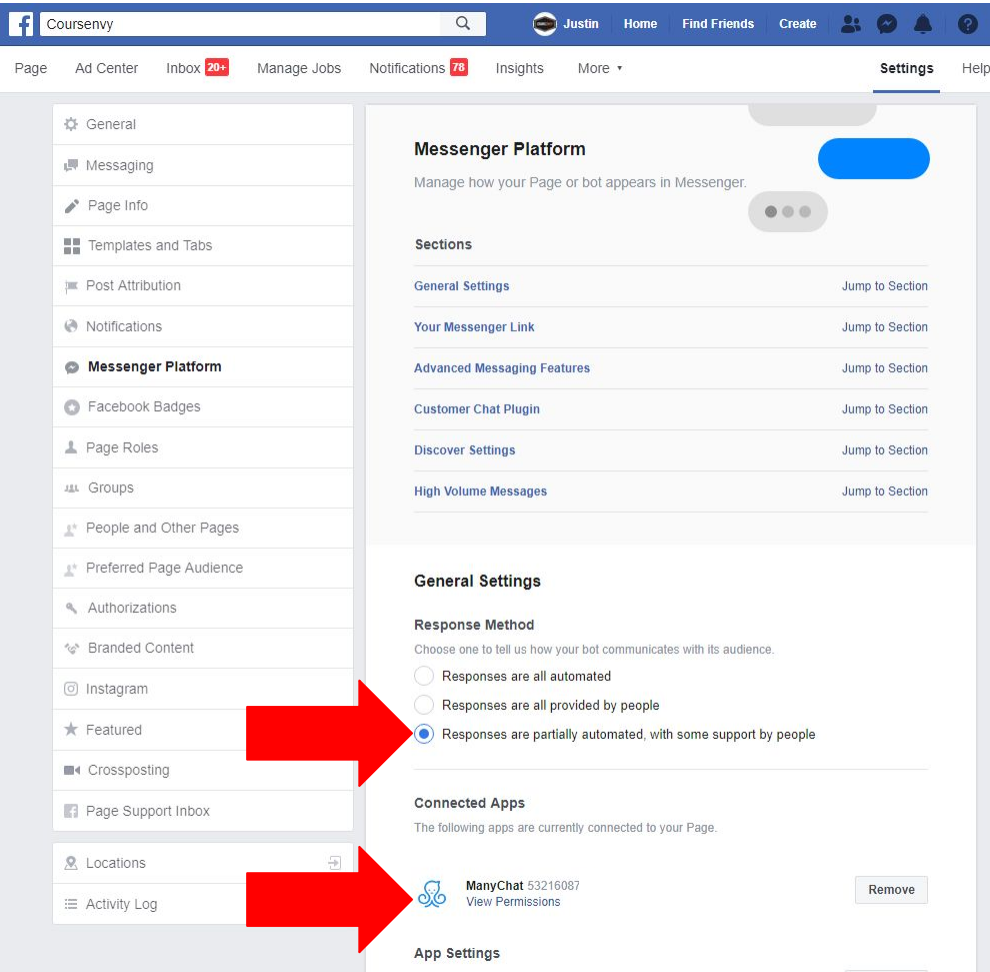


Fill out your business information on ManyChat.

Then select your Facebook Page to connect.

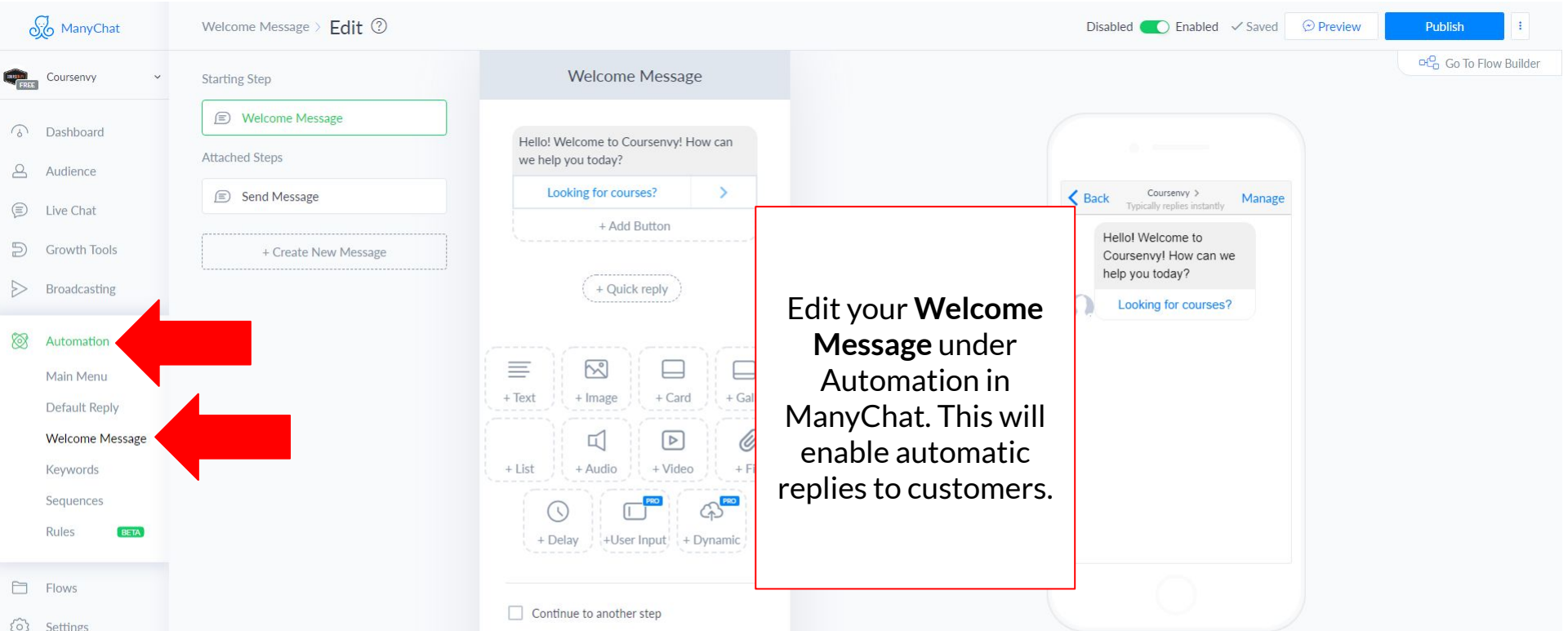
ManyChat Dashboard

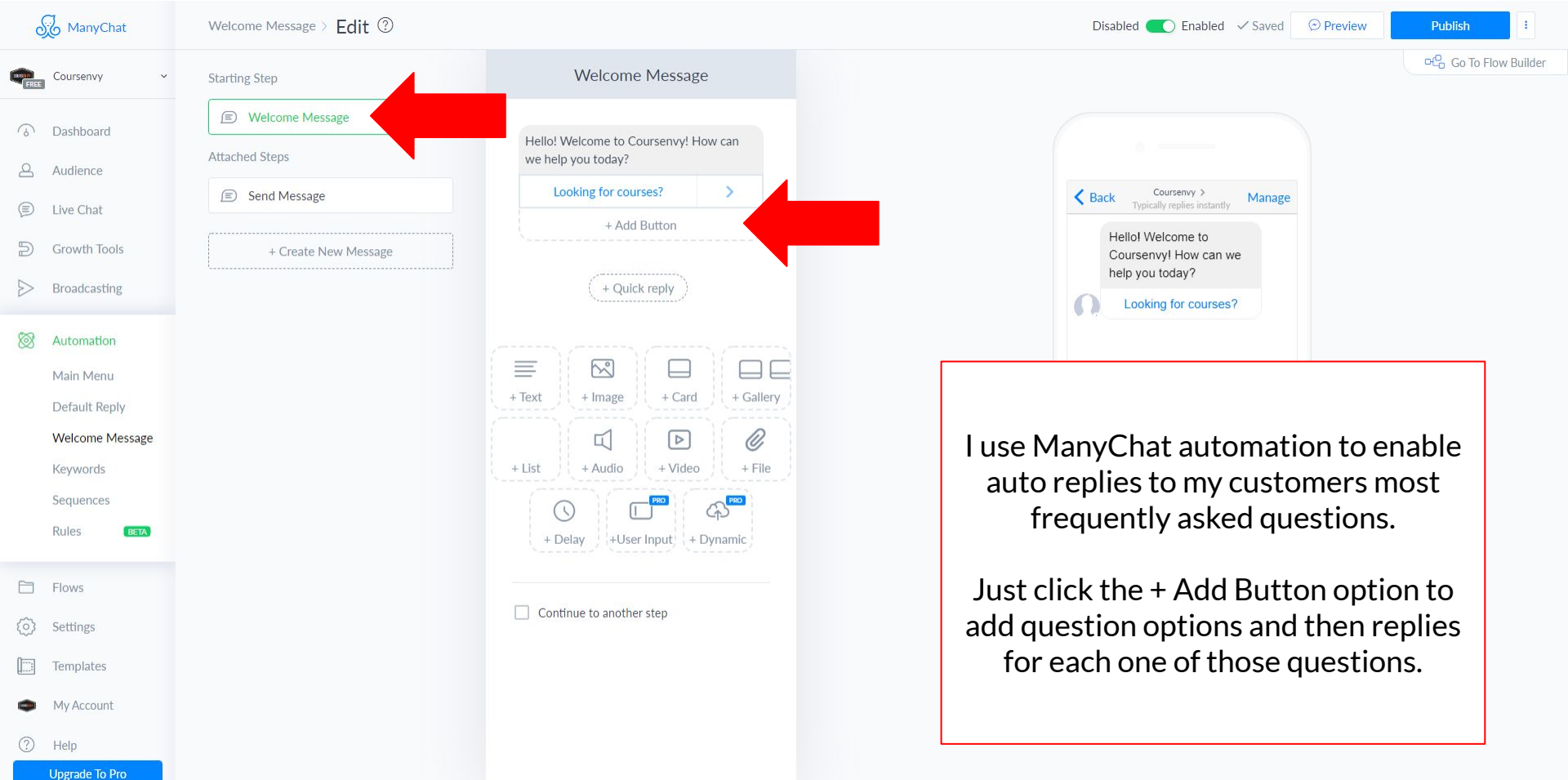


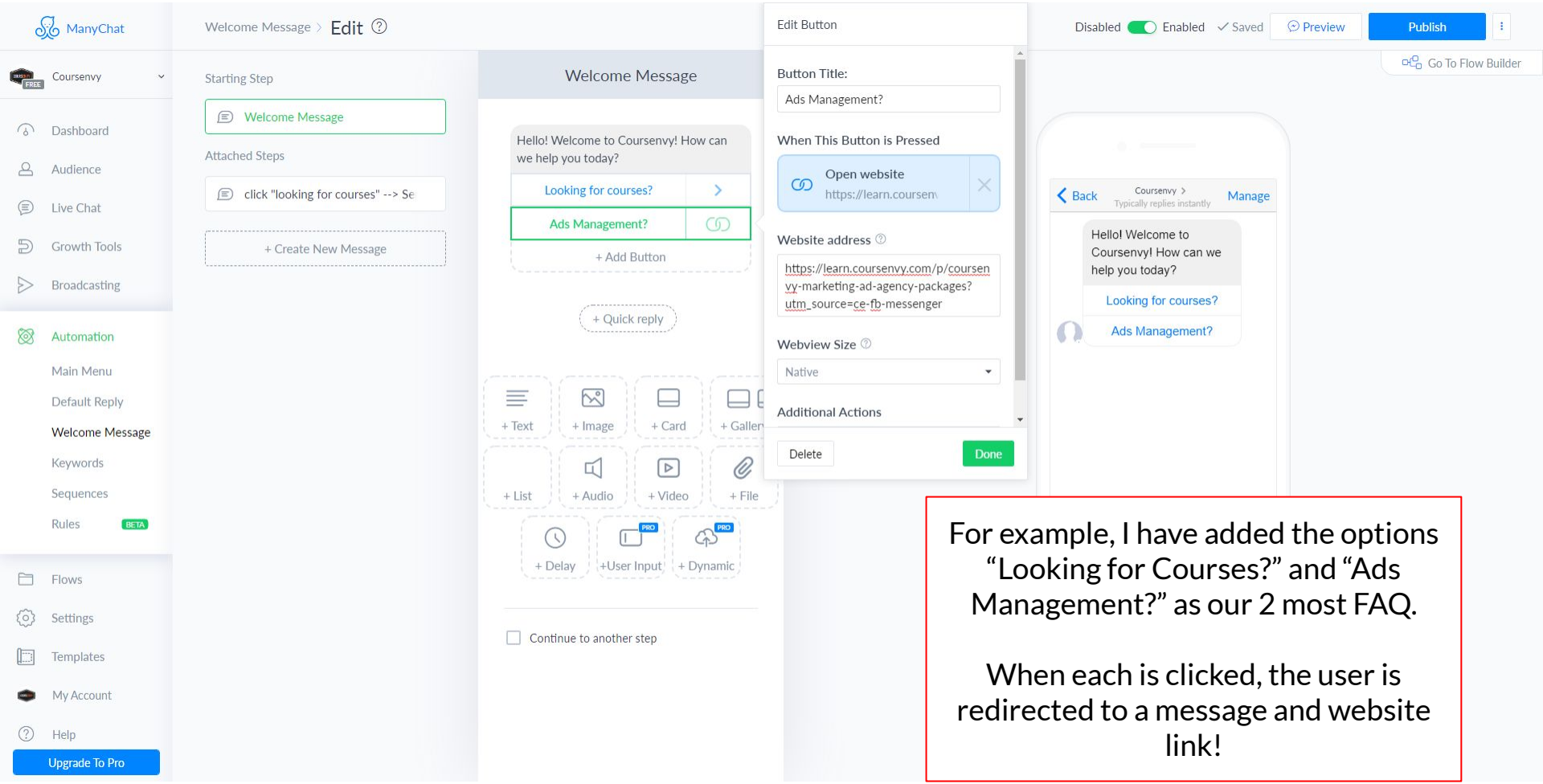


Depending on what type of support you want to provide, you can change this **Response Method** (typically a mix of automation and support staff is best).

ManyChat Automation

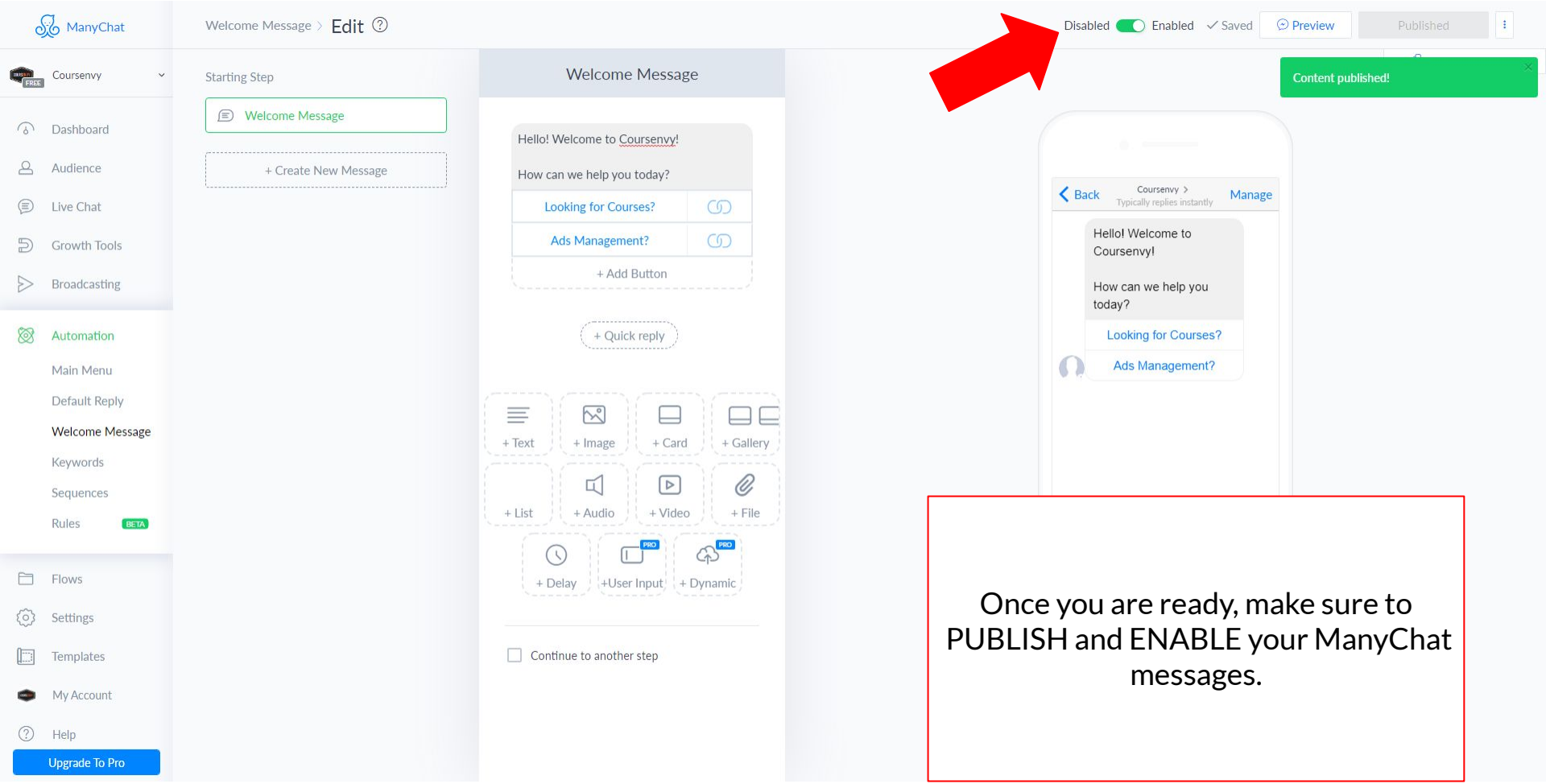



ManyChat
Welcome Message
Edit
Disabled
Enabled
Saved
Preview
Publish
Go To Flow Builder
Coursenvy
Starting Step
Welcome Message
Attached Steps
Send Message
+ Create New Message
Welcome Message
Hello! Welcome to Coursenvy! How can we help you today?
Looking for courses?
+ Add Button
+ Quick reply
+ Text
+ Image
+ Card
+ Gallery
+ List
+ Audio
+ Video
+ File
+ Delay
+User Input
+ Dynamic
Continue to another step
Dashboard
Audience
Live Chat
Growth Tools
Broadcasting
Automation
Main Menu
Default Reply
Welcome Message
Keywords
Sequences
Rules
BETA
Flows
Settings
Templates
My Account
Help
Upgrade To Pro
Back
Coursenvy
Typically replies instantly
Manage
Hello! Welcome to Coursenvy! How can we help you today?
Looking for courses?
I use ManyChat automation to enable auto replies to my customers most frequently asked questions.
Just click the + Add Button option to add question options and then replies for each one of those questions.

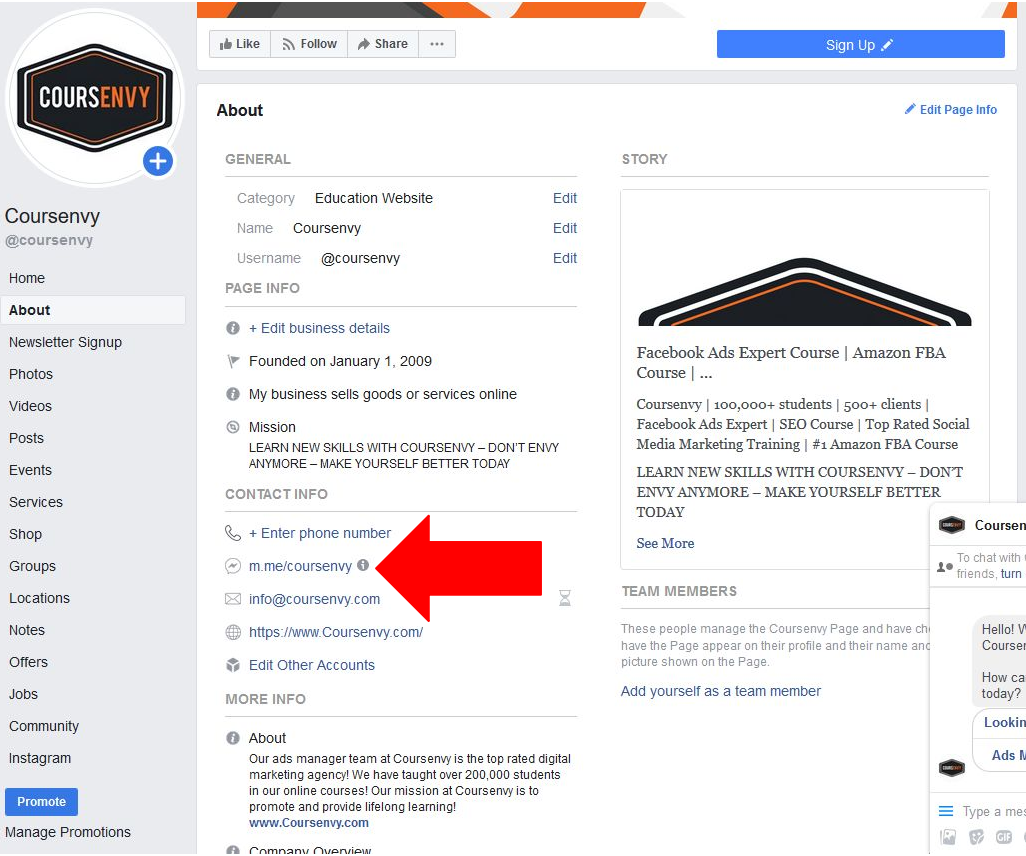


For example, I have added the options “Looking for Courses?” and “Ads Management?” as our 2 most FAQ.

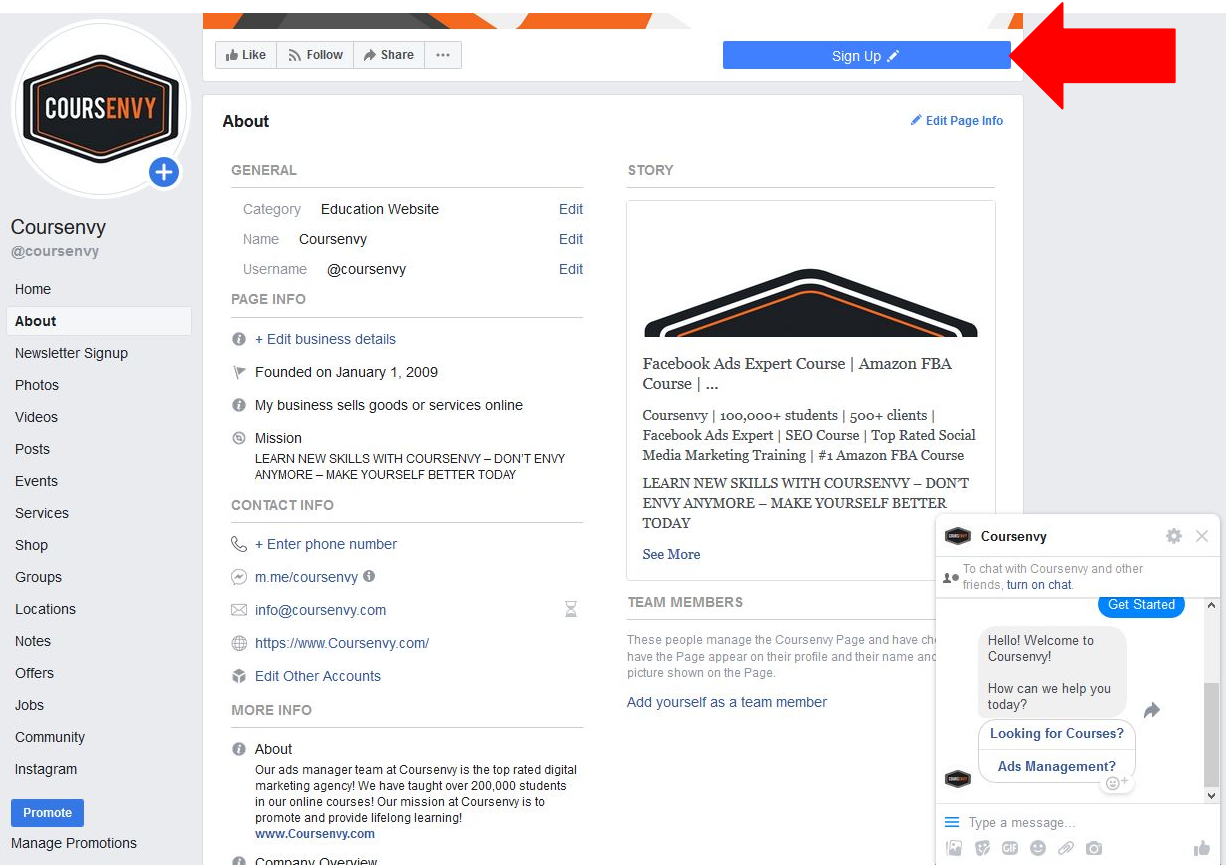
When each is clicked, the user is redirected to a message and website link!

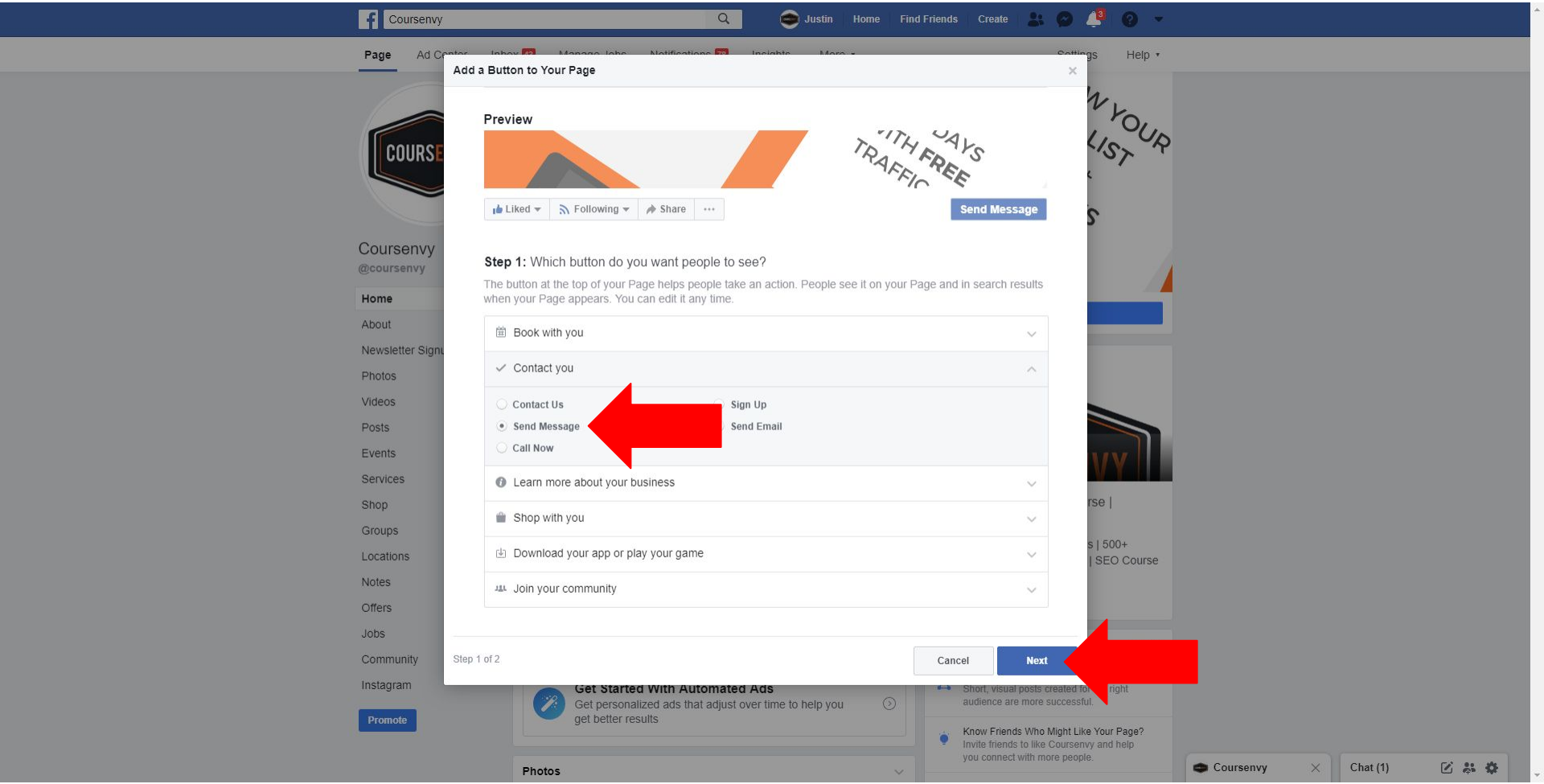

ManyChat
Welcome Message
Edit
Disabled
Enabled
Saved
Preview
Published
Coursenvy
Starting Step
Welcome Message
+ Create New Message
Dashboard
Audience
Live Chat
Growth Tools
Broadcasting
Automation
Main Menu
Default Reply
Welcome Message
Keywords
Sequences
Rules
BETA
Flows
Settings
Templates
My Account
Help
Upgrade To Pro
Welcome Message
Hello! Welcome to Coursenvy!
How can we help you today?
Looking for Courses?
Ads Management?
+ Add Button
+ Quick reply
+ Text
+ Image
+ Card
+ Gallery
+ List
+ Audio
+ Video
+ File
+ Delay
+User Input
+ Dynamic
PRO
Continue to another step
Content published!
Back
Coursenvy
Typically replies instantly
Manage
Hello! Welcome to Coursenvy!
How can we help you today?
Looking for Courses?
Ads Management?
Once you are ready, make sure to PUBLISH and ENABLE your ManyChat messages.

Then you can test your ManyChat by navigating to your **m.me** URL.



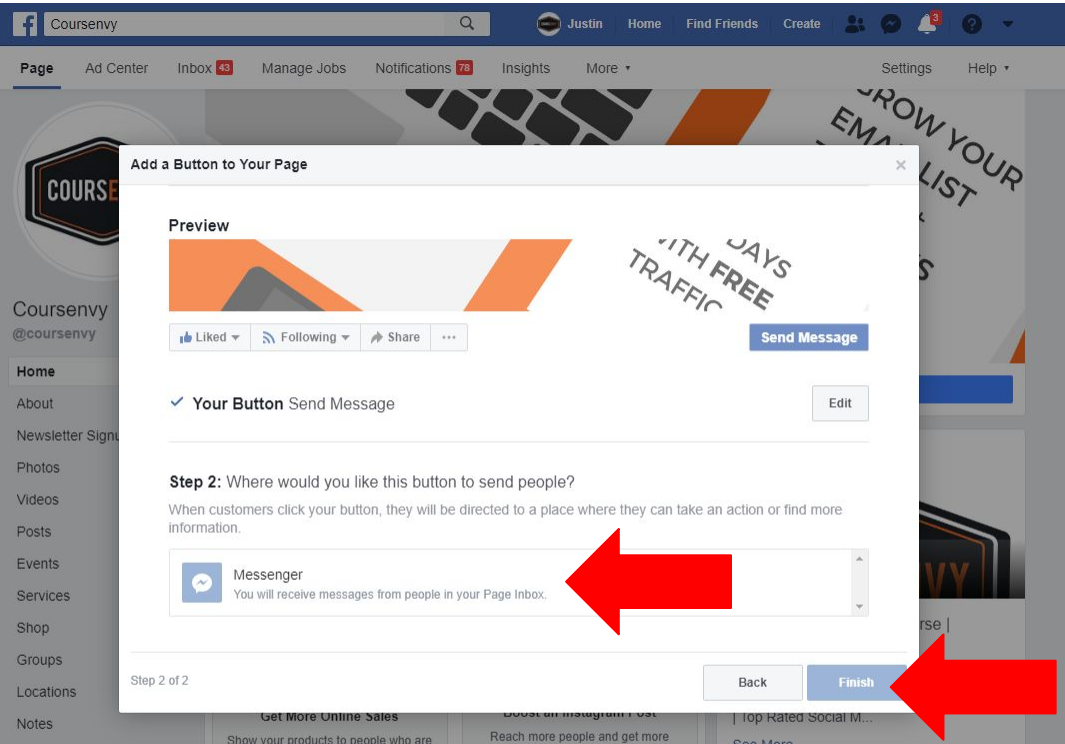
You can also change your Facebook Page's CTA button to **Send Message.**

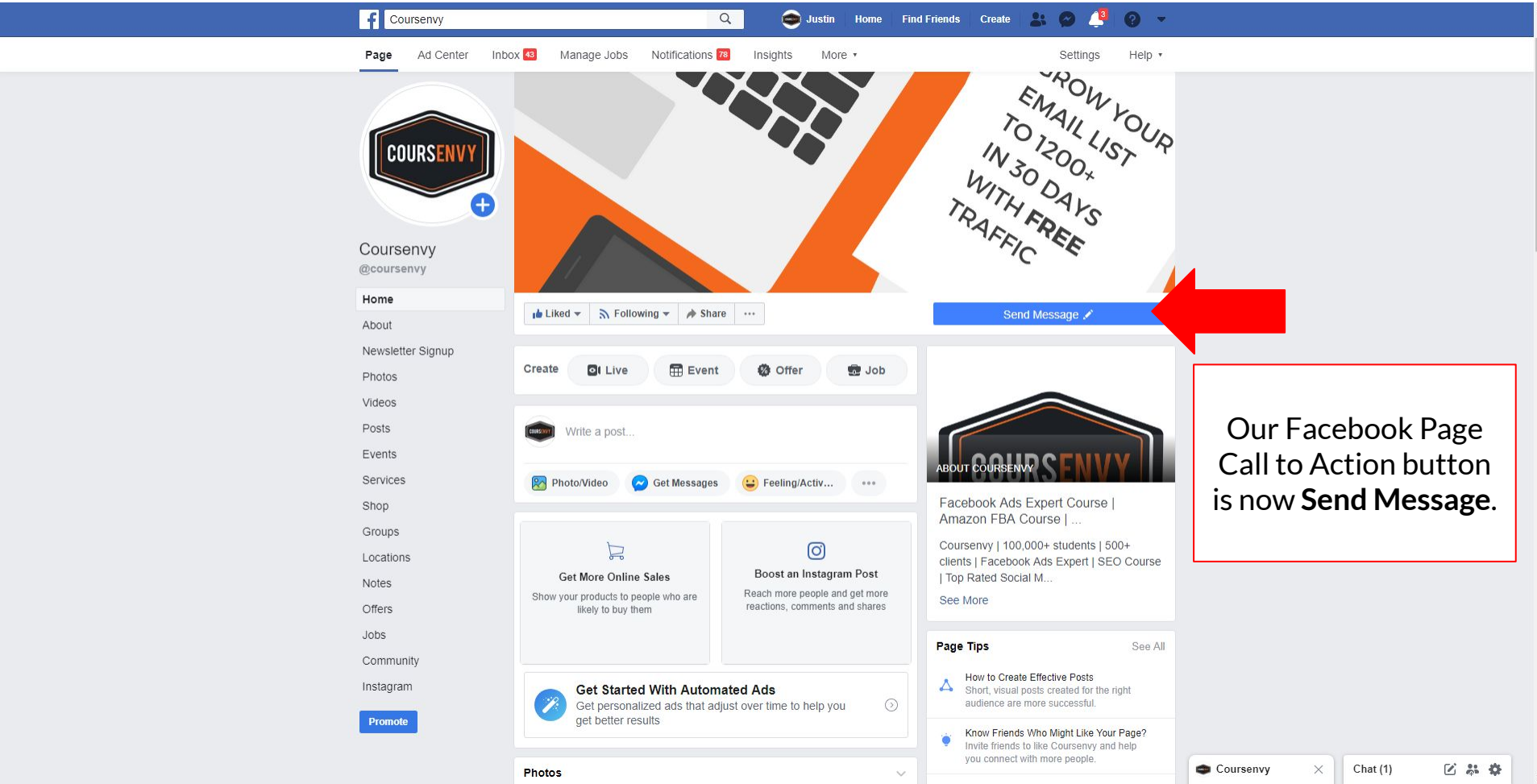



Coursenvy
Justin
Home
Find Friends
Create
Page
Ad Center
Settings
Help
Add a Button to Your Page
Preview
Liked
Following
Share
Send Message
Step 1: Which button do you want people to see?
The button at the top of your Page helps people take an action. People see it on your Page and in search results when your Page appears. You can edit it any time.
Book with you
Contact you
Contact Us
Send Message
Call Now
Sign Up
Send Email
Learn more about your business
Shop with you
Download your app or play your game
Join your community
Step 1 of 2
Cancel
Next
Coursenvy
@coursenvy
Home
About
Photos
Videos
Posts
Events
Services
Shop
Groups
Locations
Notes
Offers
Jobs
Community
Instagram
Promote
Get Started With Automated Ads
Get personalized ads that adjust over time to help you get better results
Photos
Know Friends Who Might Like Your Page?
Invite friends to like Coursenvy and help you connect with more people.
Chat (1)

Select **Send Message** and then select send people to **Messenger**.

Click Finish.

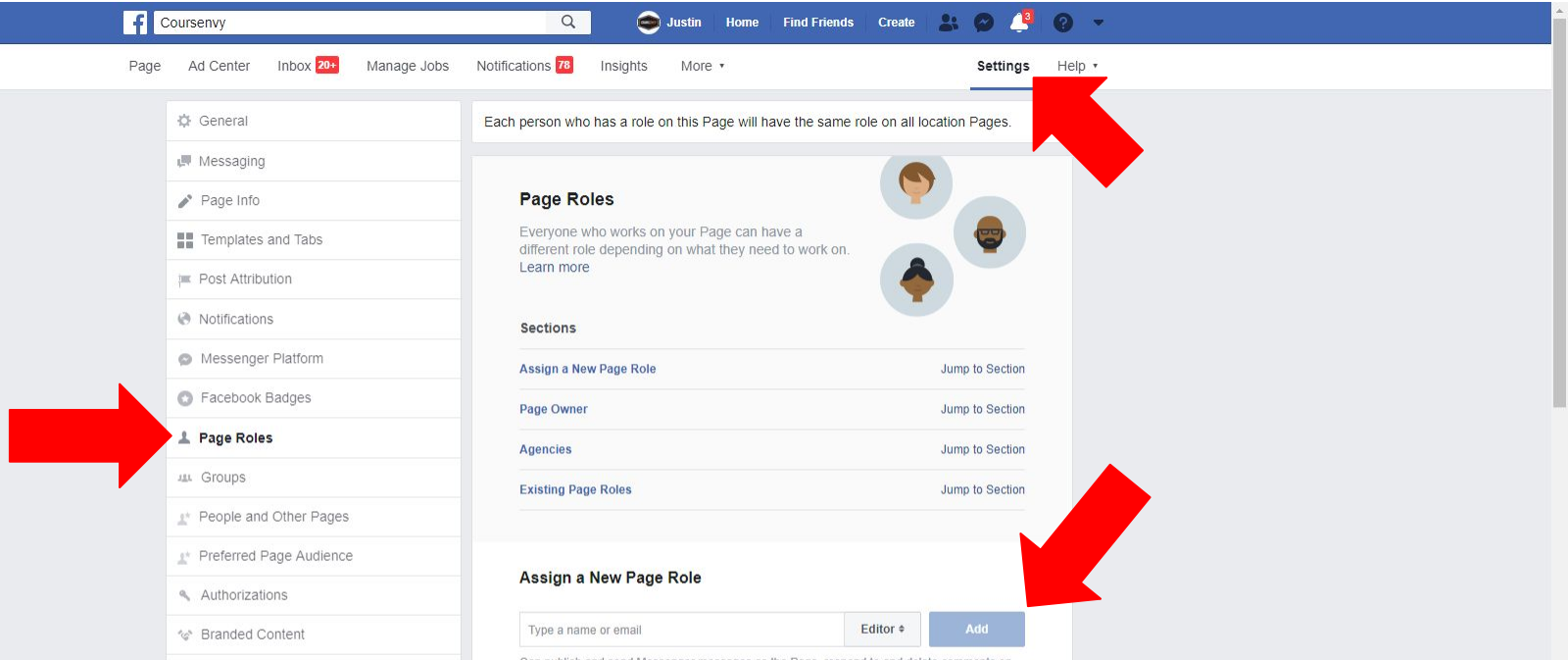




Our Facebook Page Call to Action button is now **Send Message.**

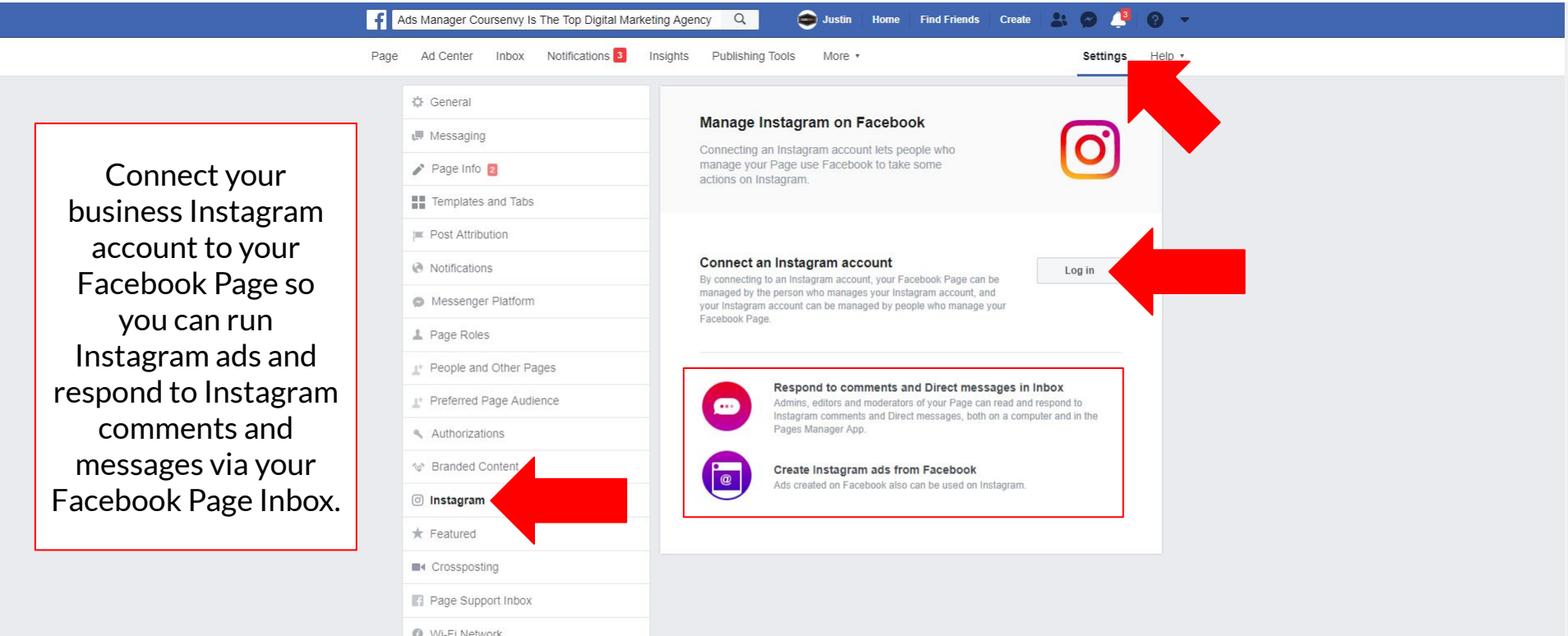
Facebook Page Roles

How to Add an Employee to your Facebook Page:
https://www.coursenvy.com/the-complete-facebook-business-manager-guide

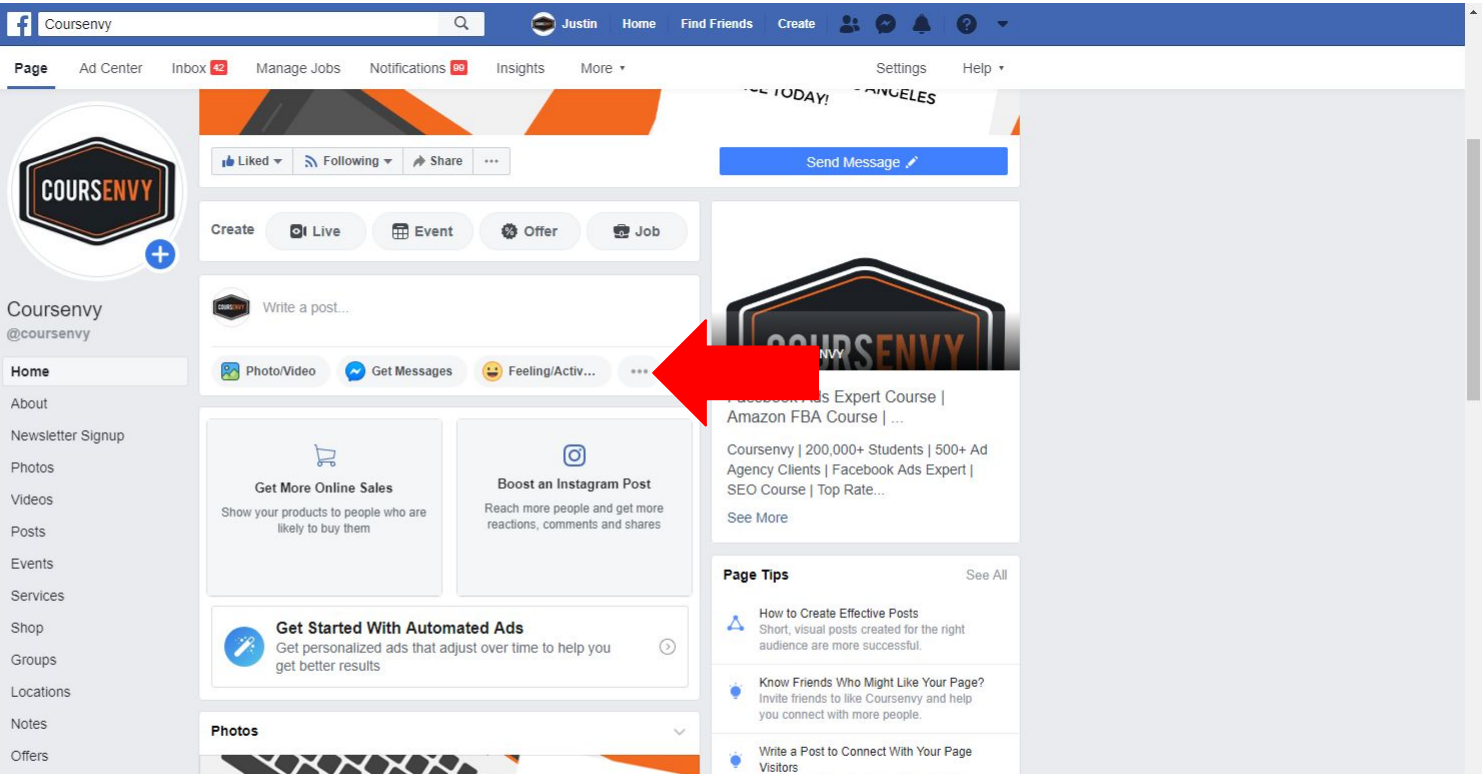


Connect Instagram to Facebook

Connect your business Instagram account to your Facebook Page so you can run Instagram ads and respond to Instagram comments and messages via your Facebook Page Inbox.

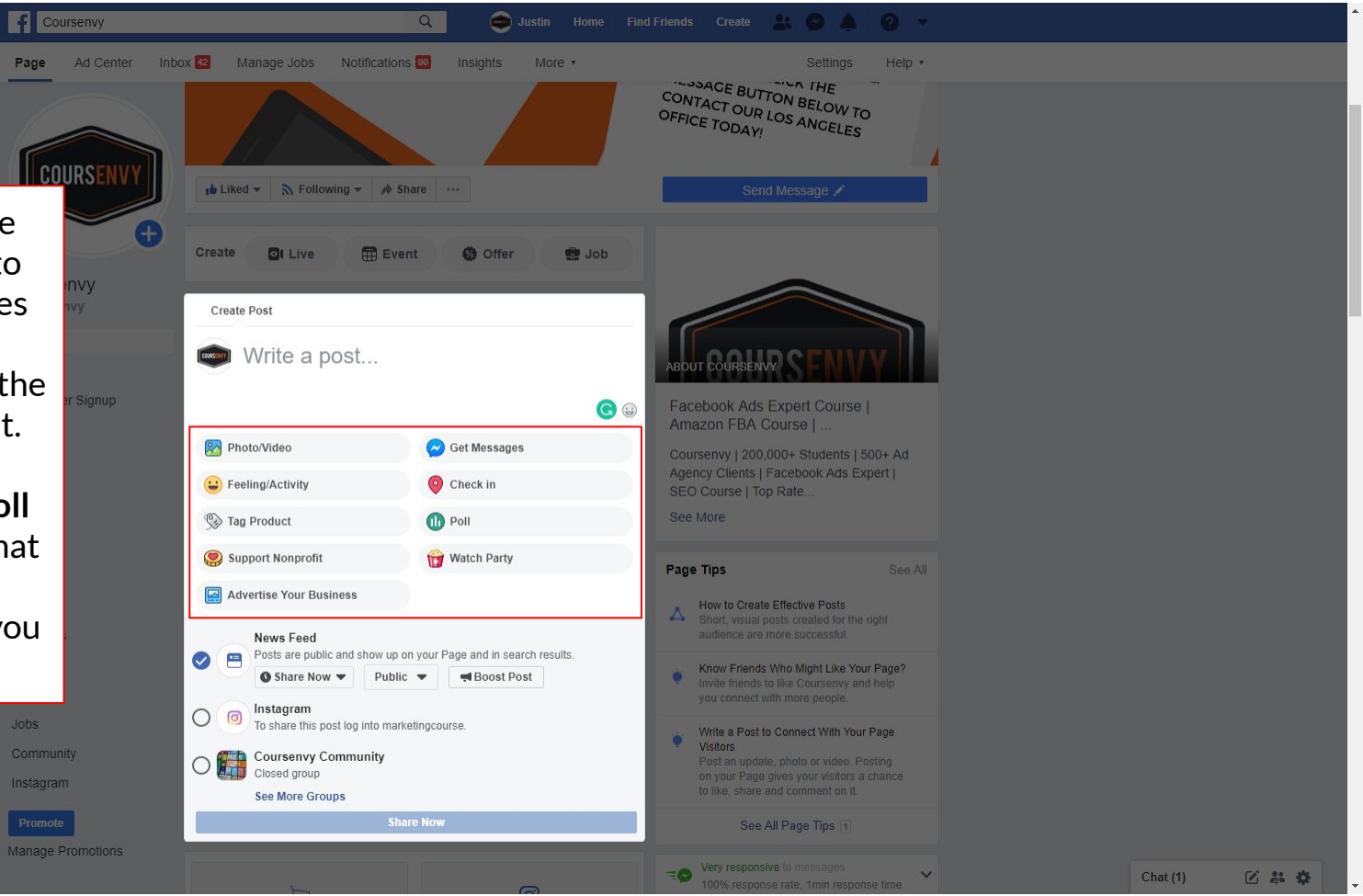

Ads Manager Coursenvy Is The Top Digital Marketing Agency
Justin
Home
Find Friends
Create
Page
Ad Center
Inbox
Notifications 3
Insights
Publishing Tools
More
Settings
Help
General
Messaging
Page Info 2
Templates and Tabs
Post Attribution
Notifications
Messenger Platform
Page Roles
People and Other Pages
Preferred Page Audience
Authorizations
Branded Content
Instagram
Featured
Crossposting
Page Support Inbox
Manage Instagram on Facebook
Connecting an Instagram account lets people who manage your Page use Facebook to take some actions on Instagram.
Connect an Instagram account
By connecting to an Instagram account, your Facebook Page can be managed by the person who manages your Instagram account, and your Instagram account can be managed by people who manage your Facebook Page.
Log in
Respond to comments and Direct messages in Inbox
Admins, editors and moderators of your Page can read and respond to Instagram comments and Direct messages, both on a computer and in the Pages Manager App.
Create Instagram ads from Facebook
Ads created on Facebook also can be used on Instagram.

Create Facebook Page Posts

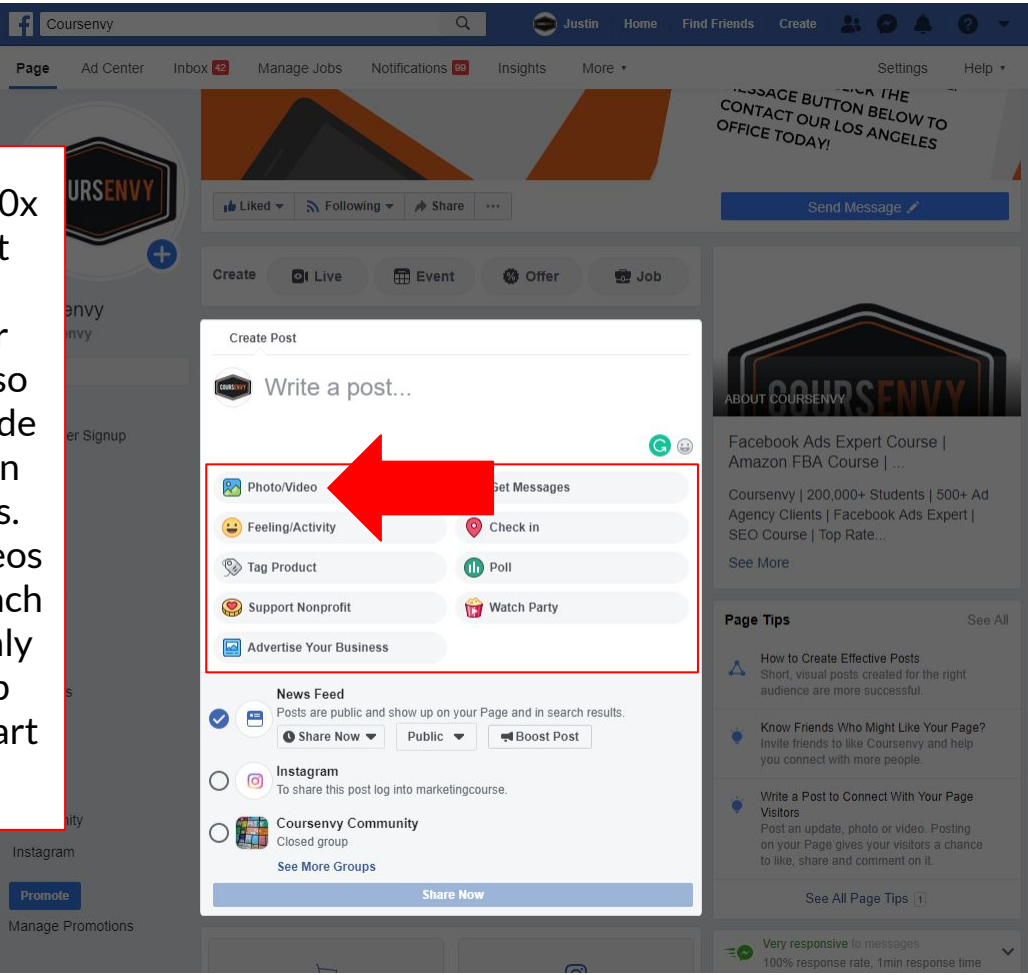


Split test all these content options to see what resonates most with your audience and gets the most engagement.

Example: Use a **Poll** to see what see what product your audience prefers you launch next.

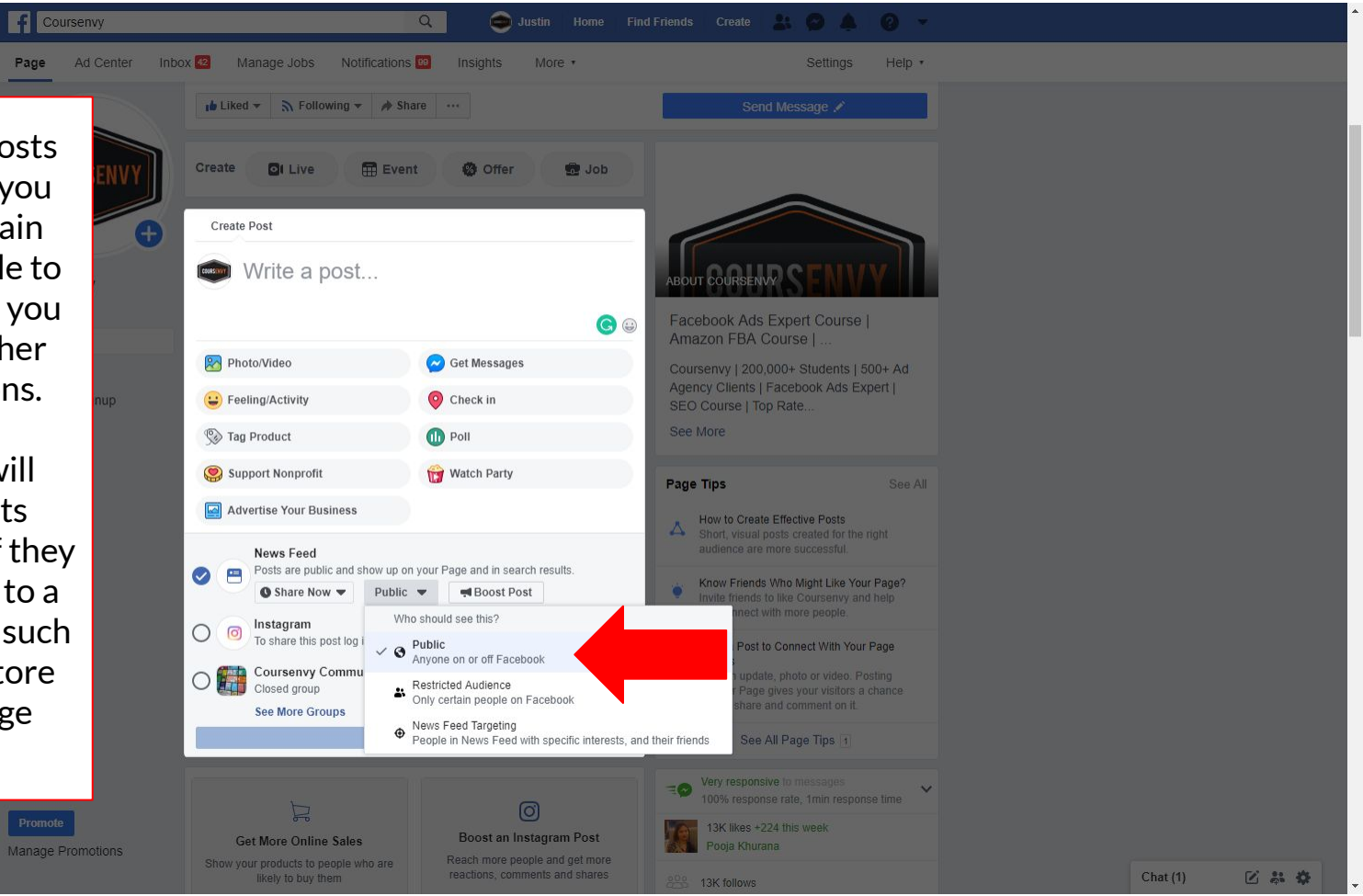


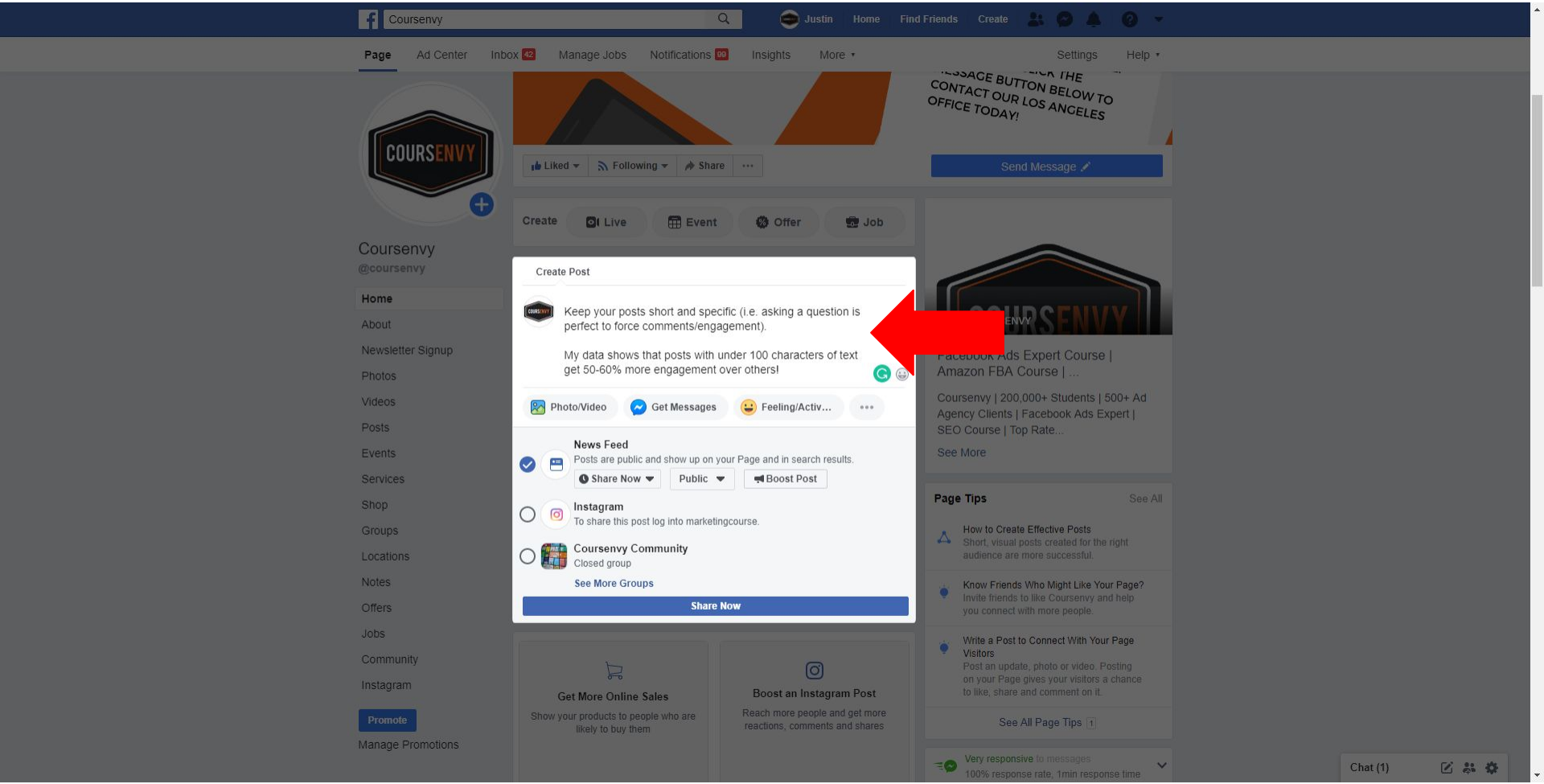
Visual content is 40x more likely to get shared on social media than other types of content, so always try to include a photo or video in your post updates. And Facebook videos get 135% more reach than posts with only an image. So grab your phone and start filming!



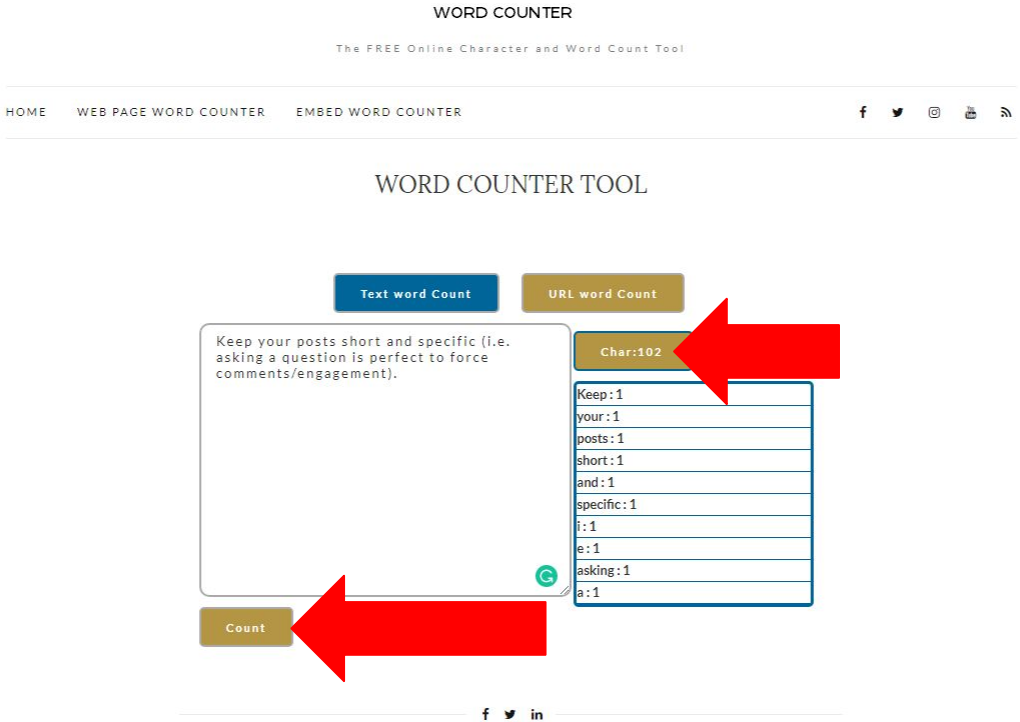
Typically all my posts are public, but if you only want a certain audience of people to see your content, you can use these other publishing options.

For example, I will localize my posts (target XYZ city) if they are relevant only to a specific audience; such as a sale at one store location this page owns.



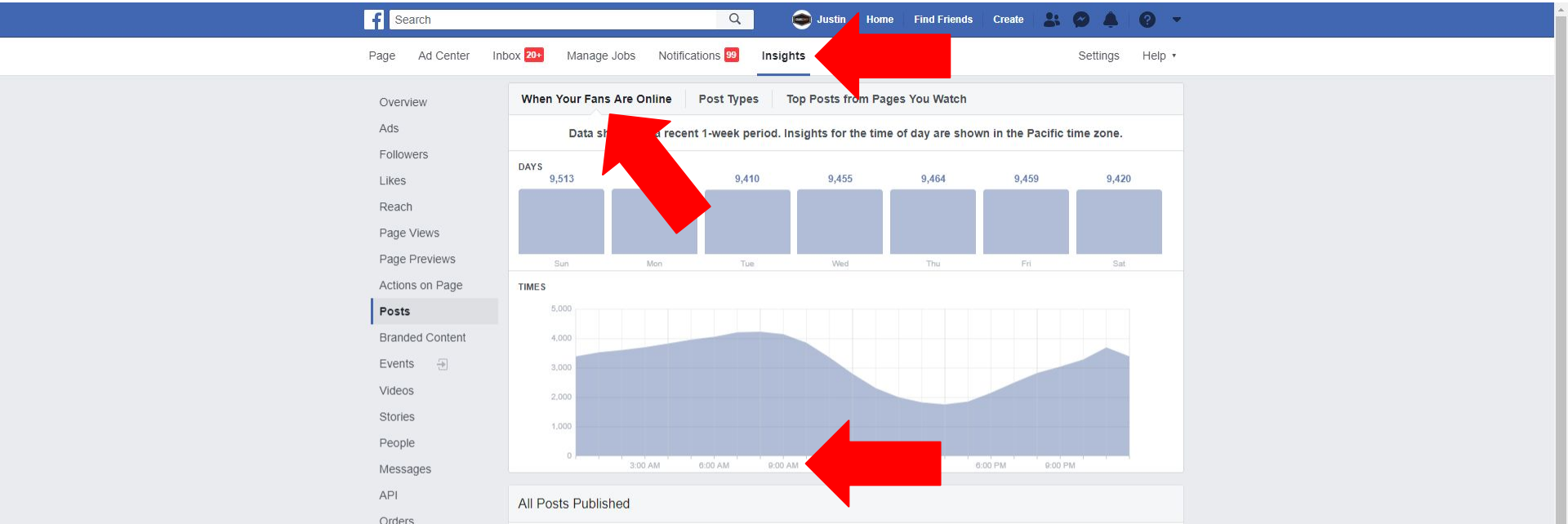

Coursenvy
Justin
Home
Find Friends
Create
Page
Ad Center
Inbox 42
Manage Jobs
Notifications 99
Insights
More
Settings
Help
CONTACT OUR LOS ANGELES OFFICE TODAY!
Liked
Following
Share
Send Message
Create
Live
Event
Offer
Job
Coursenvy
@coursenvy
Home
About
Newsletter Signup
Photos
Videos
Posts
Events
Services
Shop
Groups
Locations
Notes
Offers
Jobs
Community
Instagram
Promote
Manage Promotions
Create Post
Keep your posts short and specific (i.e. asking a question is perfect to force comments/engagement).
My data shows that posts with under 100 characters of text get 50-60% more engagement over others!
Photo/Video
Get Messages
Feeling/Activ...
News Feed
Posts are public and show up on your Page and in search results.
Share Now
Public
Boost Post
Instagram
To share this post log into marketingcourse.
Coursenvy Community
Closed group
See More Groups
Share Now
Facebook Ads Expert Course | Amazon FBA Course | ...
Coursenvy | 200,000+ Students | 500+ Ad Agency Clients | Facebook Ads Expert | SEO Course | Top Rate...
See More
Page Tips
See All
How to Create Effective Posts
Short, visual posts created for the right audience are more successful.
Know Friends Who Might Like Your Page?
Invite friends to like Coursenvy and help you connect with more people.
Write a Post to Connect With Your Page Visitors
Post an update, photo or video. Posting on your Page gives your visitors a chance to like, share and comment on it.
See All Page Tips
Get More Online Sales
Show your products to people who are likely to buy them
Boost an Instagram Post
Reach more people and get more reactions, comments and shares
Very responsive to messages
100% response rate, 1min response time
Chat (1)

www.OnlineWordCounterTool.com

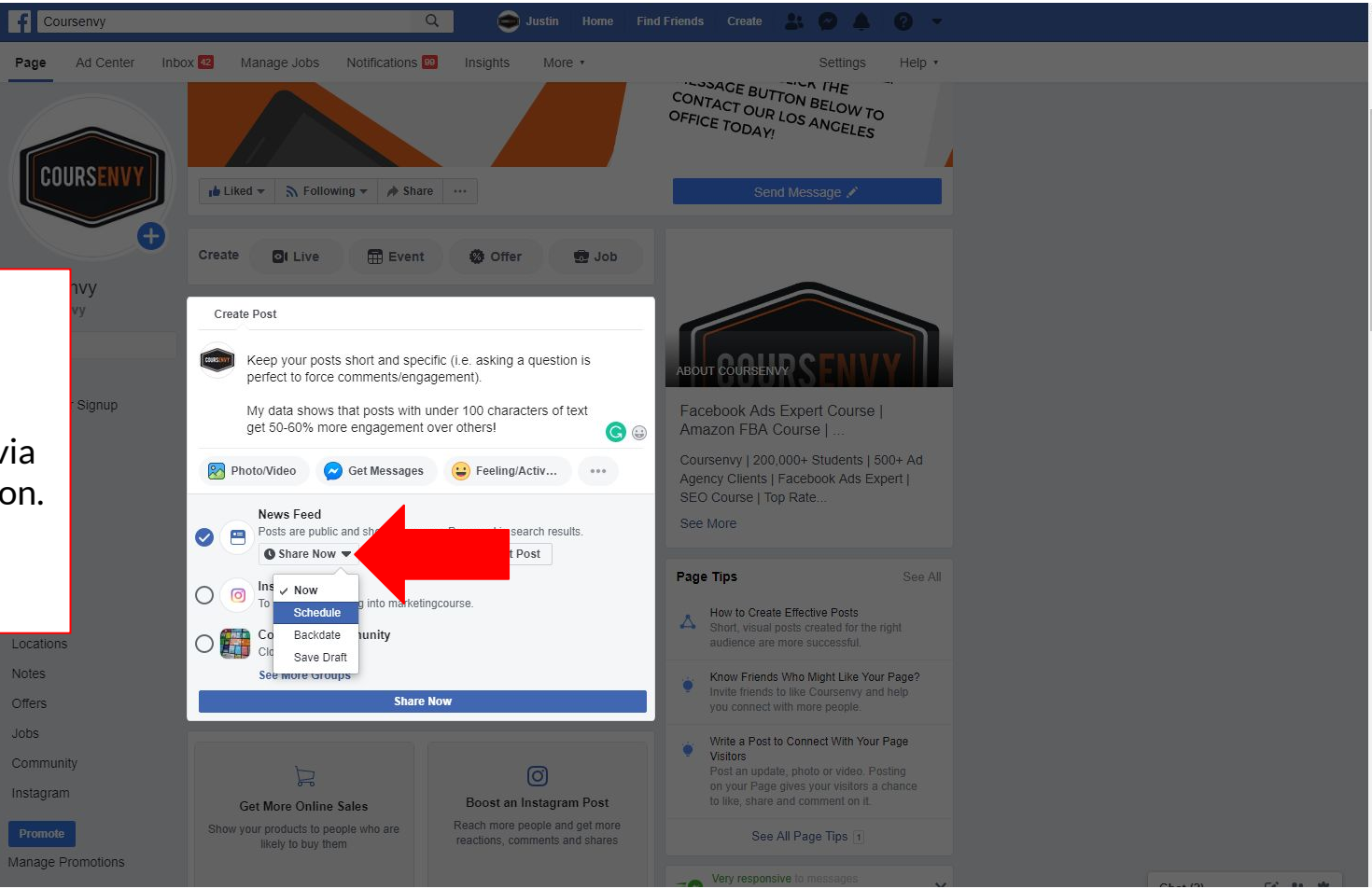


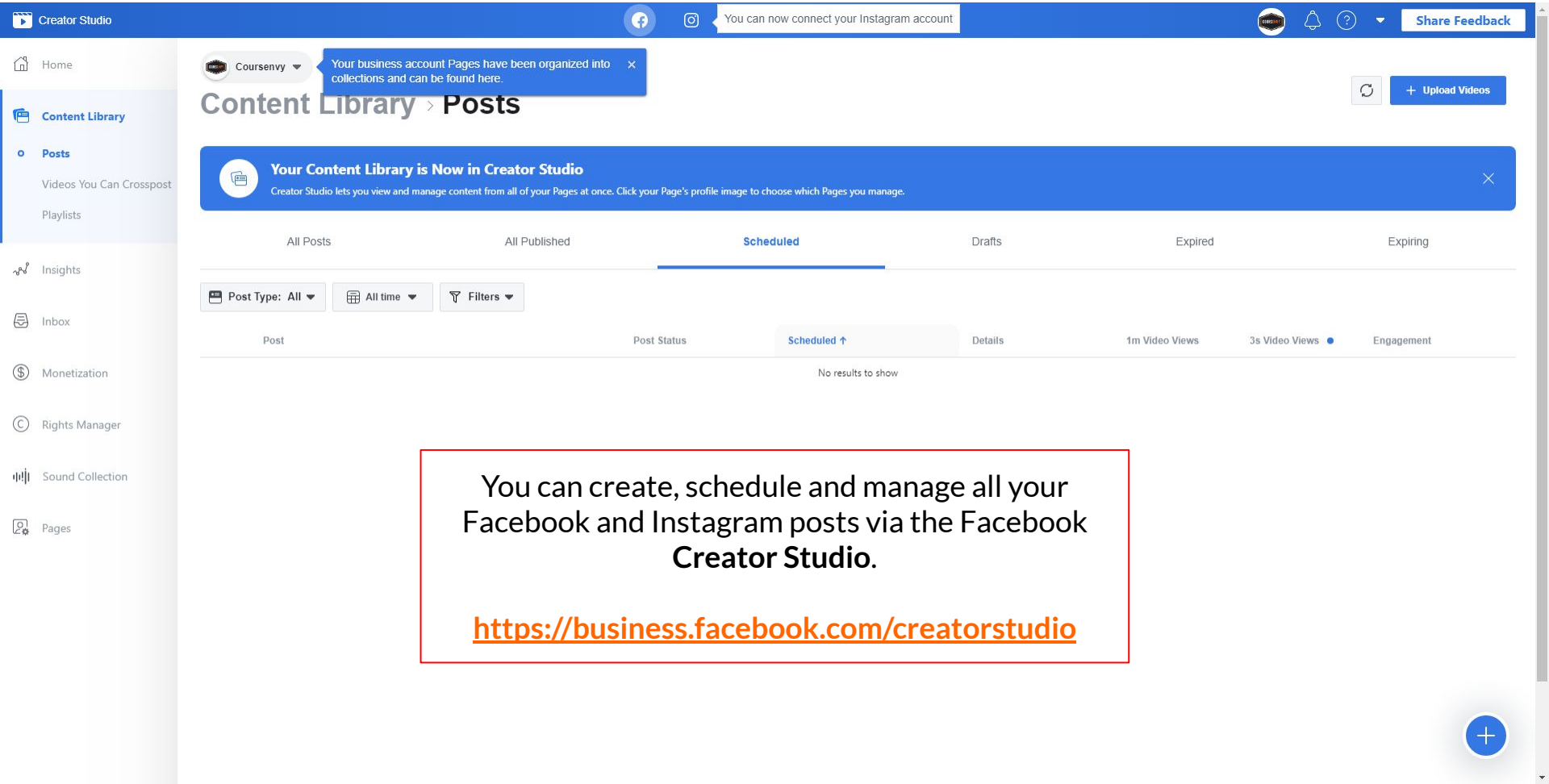
When Your Fans Are Online

- Find your optimal posting time by viewing your Facebook Page → Insights → Posts
- For my clients, I see the best results posting twice a day at 8-9am and 9-10pm



You can build a backlog of posts via the **Schedule** option.

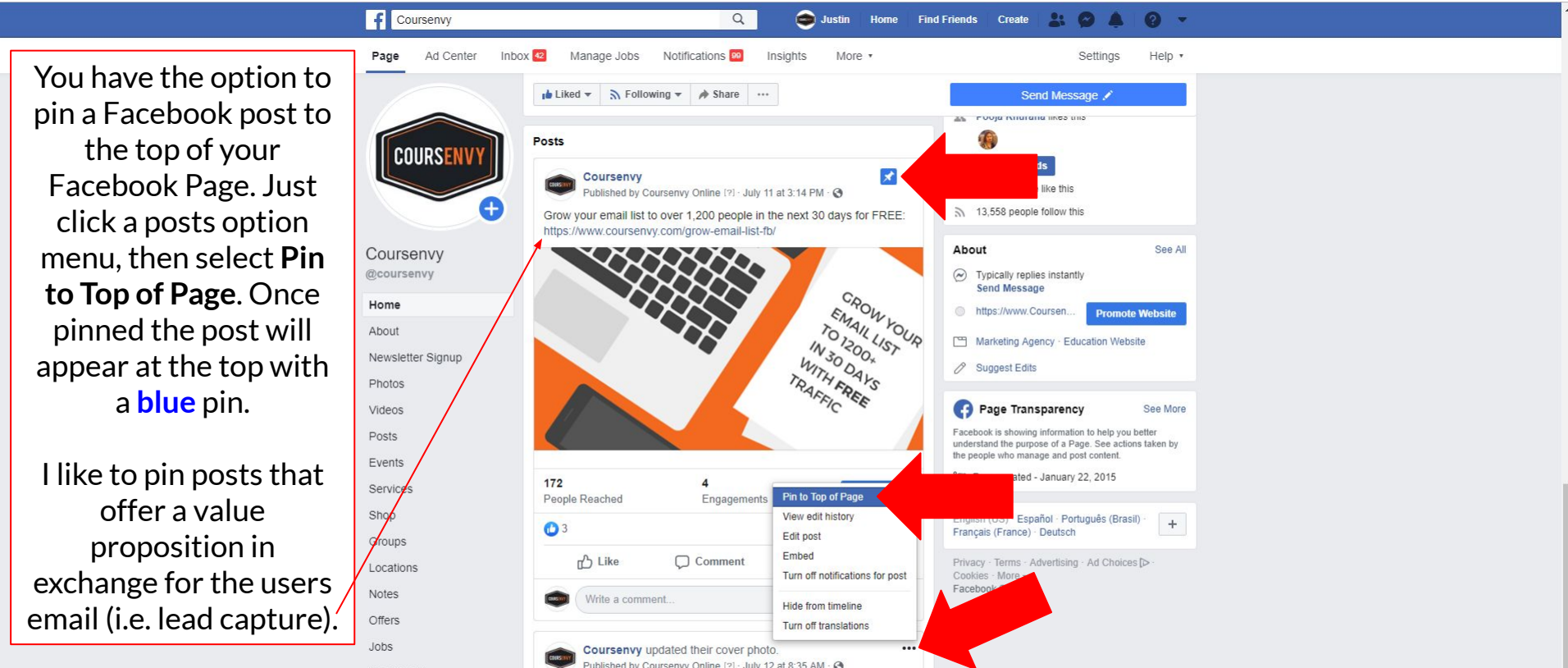



Creator Studio
You can now connect your Instagram account
Share Feedback
Home
Content Library
Posts
Videos You Can Crosspost
Playlists
Insights
Inbox
Monetization
Rights Manager
Sound Collection
Pages
Coursenvy
Your business account Pages have been organized into collections and can be found here.
Content Library › Posts
Upload Videos
Your Content Library is Now in Creator Studio
Creator Studio lets you view and manage content from all of your Pages at once. Click your Page's profile image to choose which Pages you manage.
All Posts
All Published
Scheduled
Drafts
Expired
Expiring
Post Type: All
All time
Filters
Post
Post Status
Scheduled
Details
1m Video Views
3s Video Views
Engagement
No results to show
You can create, schedule and manage all your Facebook and Instagram posts via the Facebook **Creator Studio**.
https://business.facebook.com/creatorstudio

Pin a Facebook Post with a Lead Capture

You have the option to pin a Facebook post to the top of your Facebook Page. Just click a posts option menu, then select **Pin to Top of Page**. Once pinned the post will appear at the top with a **blue** pin.

I like to pin posts that offer a value proposition in exchange for the users email (i.e. lead capture).



Keys to a Successful Facebook Page

Focus on Serving your Customer

- Respond to every comment and message. Be present in all conversations and provide value!
- The worst thing is to forget to read your pages Notifications tab and Inbox tab and miss out on a potential customers/sales because you didn't respond to a question right away!
- 1 in 3 customers go to a competitor if they're ignored on social media!
- Get to know your customer so your Facebook Page becomes a community of raving fans!

Keys to a Successful Facebook Page

Share Helpful Content Often

- Don’t create a Facebook page if you don’t plan to post to it regularly. With the Facebook Page post scheduling option, the Facebook Creator Studio, plus 3rd party software like Later.com and IFTTT.com, there is no reason to not be posting at least once daily!

Keys to a Successful Facebook Page

Ask for What you Want

- Always be providing your customers value, but you are a business… ask for what you want!
- Sales, emails, etc. ASK!
- Use CTA (Call to Action) phrases in your posts.
  EXAMPLE: *"Would you like 1,200 new email subscribers in 30 days? Give me a YES below and then SIGN UP for the free course here: www.coursenvy.com"*
- Try not to be too spammy with your CTAs, rather make them very subliminal and conversational.

The Coursenvy To Do List

1. Create a Facebook.com Personal Account
2. Create a Facebook Page for your Business
3. Get 25 Facebook Page Fans + Edit your Facebook Page Username
4. Optimize your Facebook Page
5. Start Posting Engaging Content Daily

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